



**Faculty of Language and Communication**

**ENVIRONMENTAL COMMUNICATION: A RHETORICAL  
ANALYSIS ON ONLINE MALAYSIAN ENVIRONMENTAL  
POSTERS**

**RYAN FUN WENG YEW  
(62435)**

**Bachelor of Arts with Honours (Linguistics)  
Universiti Malaysia Sarawak**

**2020**

**ENVIRONMENTAL COMMUNICATION: A RHETORICAL ANALYSIS ON  
ONLINE MALAYSIAN ENVIRONMENTAL POSTERS**

by

**RYAN FUN WENG YEW  
(62435)**

This final year project is submitted in partial fulfilment of the requirements for the  
Degree of Bachelor of Arts with Honours (Linguistics),  
Faculty of Language and Communication,  
Universiti Malaysia Sarawak

2020

## UNIVERSITI MALAYSIA SARAWAK

Grade: \_\_\_\_\_

**Please tick ( )**

Final Year Project

Report Masters

PhD


### DECLARATION OF ORIGINAL WORK

This declaration is made on the 7th day of July 2020.

#### Student's Declaration:

I, RYAN FUN WENG YEW (62435) FACULTY OF LANGUAGE AND COMMUNICATION hereby declare that the work entitle, ENVIRONMENTAL COMMUNICATION: A RHETORICAL ANALYSIS ON ONLINE MALAYSIAN ENVIRONMENTAL POSTERS is my original work. I have not copied from any other students' work or from any other sources except where due reference or acknowledgement is made explicitly in the text, nor has any part been written for me by another person.

\_\_\_\_\_  
Date submitted

\_\_\_\_\_  
Name of the student (Matric No.)

#### Supervisor's Declaration:

I----- (SUPERVISOR'S NAME) hereby certifies that the work entitled, ----- (TITLE) was prepared by the above named student, and was submitted to the "FACULTY" as a \* partial/full fulfilment for the conferment of ----- (PLEASE INDICATE THE DEGREE), and the aforementioned work, to the best of my knowledge, is the said student's work

Received for examination by:

(Name of the supervisor)

Date:

I declare this Project/Thesis is classified as (Please tick (√)):

- ☐ **CONFIDENTIAL** (Contains confidential information under the Official Secret Act 1972) \*
- ☐ **RESTRICTED** (Contains restricted information as specified by the organisation where research was done) \*
- ☐ **OPEN ACCESS**

### Validation of Project/Thesis

I therefore duly affirmed with free consent and willingness declared that this said Project/Thesis shall be placed officially in the Centre for Academic Information Services with the abide interest and rights as follows:

- This Project/Thesis is the sole legal property of Universiti Malaysia Sarawak (UNIMAS).
- The Centre for Academic Information Services has the lawful right to make copies for the purpose of academic and research only and not for other purpose.
- The Centre for Academic Information Services has the lawful right to digitise the content to for the Local Content Database.
- The Centre for Academic Information Services has the lawful right to make copies of the Project/Thesis for academic exchange between Higher Learning Institute.
- No dispute or any claim shall arise from the student itself neither third party on this Project/Thesis once it becomes sole property of UNIMAS.
- This Project/Thesis or any material, data and information related to it shall not be distributed, published or disclosed to any party by the student except with UNIMAS permission.

Student's signature \_\_\_\_\_  
\_\_\_\_\_  
(Date)

Supervisor's signature: \_\_\_\_\_  
\_\_\_\_\_  
(Date)

Current Address:

\_\_\_\_\_  
\_\_\_\_\_

Notes: \* If the Project/Thesis is **CONFIDENTIAL** or **RESTRICTED**, please attach together as annexure a letter from the organisation with the period and reasons of confidentiality and restriction.

[The instrument was duly prepared by The Centre for Academic Information Services]

## **ABSTRACT**

### **ENVIRONMENTAL COMMUNICATION: A RHETORICAL ANALYSIS ON ONLINE MALAYSIAN ENVIRONMENTAL POSTERS**

Ryan Fun Weng Yew

Environmental communication aims to educate the public about the severe consequences of the environment due to pollution and could be carried out in many ways. One of the common forms of communication is through posters and thus requires strong persuasion on the public to take necessary measures. This study investigates the rhetorical appeals in online Malaysian environmental posters. The objectives were to: (1) analyse visual designs of the posters, (2) find out the usage of the rhetorical appeals in the posters, (3) find out if an appeal is used with a visual design, and (4) compare the posters by government and non-government organizations. This study adapted the Multimodality Theory of Kress and Van Leeuwen to analyse the visual designs, while the Aristotle's Rhetoric Appeals were used to analyse the texts. The study showed that posters appear mostly in a conceptual design with a positive portrayal, though a narrative design with a negative portrayal is more persuasive. Next, pathos was used abundantly in the posters with logos the least, as it is the most persuasive form of appeal. In terms of the relationship between the visual designs and the appeals, results show no difference in the approach, as pathos was used the most in both designs. Lastly, ethos marks the only difference between government and non-government posters as the need to exert authority.

**Keywords:** Environmental communication, visual designs, rhetoric, posters

## **ABSTRAK**

### **KOMUNIKASI ALAM SEKITAR: ANALISIS RETORIK POSTER ALAM SEKITAR MALAYSIA DALAM TALIAN**

*Ryan Fun Weng Yew*

*Komunikasi alam sekitar bertujuan untuk menyedarkan masyarakat tentang kesan buruk akibat pencemaran. Ia dapat dilakukan melalui pelbagai kaedah. Salah satu bentuk komunikasi yang biasanya dilakukan adalah melalui poster. Ini memerlukan pujukan yang kuat bagi memastikan masyarakat mengambil langkah-langkah yang diperlukan. Kajian ini menyelidiki tarikan retorik yang terdapat dalam poster alam sekitar Malaysia dalam talian. Objektif kajian ini ialah untuk: (1) menganalisis reka bentuk visual poster, (2) meneliti penggunaan retorik dalam poster, (3) meneliti penggunaan retorik berdasarkan reka bentuk visual poster, dan (4) membandingkan poster antara keluaran organisasi kerajaan dan bukan kerajaan. Kajian ini mengadaptasi Teori Multimodality Kress dan Van Leeuwen untuk menganalisis reka bentuk visual, manakala retorik Aristotle digunakan untuk menganalisis teks. Kajian menunjukkan bahawa poster biasanya menggunakan reka bentuk konseptual bersama dengan gambaran positif. Walaubagaimanapun, reka bentuk naratif dengan gambaran negative didapati lebih menyakinkan. Seterusnya, pathos banyak didapati dalam poster alam sekitar berbanding dengan logos yang mencatat penggunaan yang paling sedikit. Ini adalah kerana pathos mempunyai daya pujukan yang lebih menyakinkan. Dari segi hubungan antara reka bentuk visual dan daya pujukan, didapati bahawa tiada perbezaan dalam pendekatannya, kerana pathos masih retorik yang paling tinggi digunakan dalam kedua-dua reka bentuk visual. Akhir sekali, ethos menandakan satu-satunya perbezaan ketara antara poster kerajaan dan bukan kerajaan kerana keperluan kerajaan Malaysia untuk menunjukkan kewibawaannya.*

**Kata Kunci:** *Komunikasi alam sekitar, reka bentuk visual, retorik, poster*

## **ACKNOWLEDGEMENTS**

To God be the glory and honour for keeping me in good health throughout these tough times in completing my Final Year Project. Despite the difficulties and challenges faced during the course of this project, I managed to pull through. My praise is given to Him.

I would like to express my sincere gratitude to my supervisor, Mr. Lam Kai Chee for not only imparting me his knowledge, but also helping me write this research in many viewpoints. I have learnt so much from his supervision and his encouragement has made this completion possible. My humble words are insufficient in detailing his great enthusiasm and help in making this project successful. I am forever thankful for his guidance and invaluable advice.

I am also grateful to the course coordinator, Dr. Ting Su Hie for aiding me in acquiring research papers and constant reminders to abide by academic ethics.

Not forgetting my friends of my cohort for giving me their never-ending support as we go through thick and thin of this challenging year. I truly appreciate their sincerity and kind help as we now venture to a new phase of life. No words could really express my appreciation for them. I would also like to thank my homies, for putting up with my rants and late-night breakdowns, as writing an FYP while juggling other priorities has shown us, that we will pull through no matter the situation. Covid-19 has nothing on us, and cohort 4 will always soar.

Not forgetting my Mother, the most important person in my life. She has not only provided me a steppingstone towards a better future, but also my provider and foundation. In stressful times, she was always there for me, and occasionally made me coffees for my 4 am write ups. No one would be as dedicated as she is.

Lastly, my huge thanks to Alexandra Elbakyan, creator of sci-hub, Robin Hood of Science, for access to academic papers.

## TABLE OF CONTENT

	<b>Page</b>
<b>ABSTRACT</b>	<b>i</b>
<b>ABSTRAK</b>	<b>ii</b>
<b>ACKNOWLEDGEMENT</b>	<b>iii</b>
<b>LIST OF TABLES</b>	<b>vi</b>
<b>LIST OF FIGURES</b>	<b>Vii</b>
<b>CHAPTER</b>	
<b>1 INTRODUCTION</b>	
1.1 Research Problem	1
1.2 Aim of Study	2
1.3 Objectives of Study	2 – 3
1.4 Operational Definition of Terms	3 – 5
1.5 Significance of Study	5
<b>2 LITERATURE REVIEW</b>	
2.1 Persuasion and Rhetoric	6
2.2 Aristotle’s Rhetoric Analysis on Various Discourse	7 – 18
2.3 Rhetorical Appeals as a Strategy to Combat Issues	18 - 23
2.4 Rhetoric and Environmental Communication	24 – 26
2.5 Visual Analysis Approach on Posters	27 – 28
<b>3 METHODOLOGY</b>	
3.1 Research Design	29
3.2 Selection of Samples	29
3.3 Data Collection Procedures	30 – 31
3.4 Data Analysis Procedures	31 – 33
3.5 Limitations of Study	34
<b>4 RESULTS AND DISCUSSION</b>	
4.1 Visual Designs of the Environmental Posters	35 – 37
4.2 Usage Frequencies of Appeals to Ethos, Pathos and Logos in Environmental Posters	38 – 44
4.3 Relationship between the Rhetoric Appeals and Visual Design	44 – 45
4.4 Comparison between Governmental Posters and Non- Governmental Posters	45 – 46



4.5 Discussion	46 – 49
<b>5 CONCLUSION AND RECOMMENDATIONS</b>	
5.1 Summary	50 – 51
5.2 Implications of Findings	51 – 52
5.3 Directions for Further Research	52
<b>REFERENCES</b>	53 – 56
<b>APPENDIX 1 – RHETORICAL ANALYSIS ON ENVIRONMENTAL POSTERS</b>	57 - 77
<b>APPENDIX 2 – VISUAL ANALYSIS OF ENVIRONMENTAL POSTERS</b>	78 - 83

## LIST OF TABLES

Table		Page
1	Evidence of text based on the characteristics of rhetorical elements	8
2	Examples of websites from government and non-governmental bodies	30
3	Analysis of visual designs in narrative representation and conceptual representation with its forms of portrayals	32
4	Analysis of types of appeals with examples and frequencies	33
5	Analysis of the rhetorical appeals in relation to the visual designs	33
6	Frequency of the posters based on the visual designs and its forms of portrayal	35
7	Frequency and percentage of the rhetorical appeals found in posters	38
8	Frequency of rhetoric appeals used in relation to the visual designs	44
9	Frequencies of government and non-government posters in relation to visual designs	45
10	Frequencies of rhetoric appeals in relation to government and non-government posters	45
11	Analysis of rhetoric elements in government posters	57
12	Analysis of rhetoric elements in non-governmental posters	70
13	Analysis of visual designs of governmental posters	78
14	Analysis of visual designs of non-governmental posters	81

## LIST OF FIGURES

Figure		Page
1	Concept map of Aristotle's Persuasive Appeals	6
2	Concept map of the Multimodality Theory of Kress and Van Leeuwen (2006)	28
3	Process map showing the data procedures of this study	31
4	Posters of Narrative Designs with Negative and Positive Portrayals	36
5	Posters of Conceptual Designs with Negative and Positive Portrayals	37
6	#BebasPlastik poster by the Selangor State Government	41
7	Tak Nak Straw poster by the Penang State Government	41
8	Climate Change poster by Penang Heritage Trust	42
9	Percentage of the Rhetoric Appeals in Relation to the Visual Designs.	44

# CHAPTER 1

## INTRODUCTION

### 1.1 Research Problem

In recent years, issues about the environment has seen to garner much attention from countries across the globe. Environmental issues such as pollution, preservation and conservations are among topics debated and discussed internationally among countries to combat these matters. Such can be seen in a recent agreement made in Le Bourget, France where 200 countries have gathered for a United Nations conference, to reduce greenhouse gas emissions in the world (Zaivs, Megerian & Yardley, 2015). Malaysia, also included in the list, is trying to devise efforts into ensuring environmental issues do not prolong where the federal government has granted higher authorities to the state government to help overcome environmental pollutions in the country (Zainuddin, 2019).

Amongst other efforts to encourage Malaysians to continue saving and protecting nature, the government and many non-profit organizations have designed posters or advertisements to educate the public about the importance of a pollution-free environment. However, the condition of the country has not seen to improve in which recently, Malaysia has been ranked as among the world's worst countries for plastic pollution (Balasegaram, 2019). This shows that there is a need for environmental communication in Malaysia. Environmental communication is understood as the approaches, principles or strategies to protect and manage the environment (Flor, 2004).

The usage of posters or advertisements requires strong persuasion methods to convey the desired effects onto its readers, such that rhetoric devices are an important element in its writing and portrayal. The study of rhetoric does not only investigate the messages itself, but also the approach to a more effective persuasion (Tom & Eves, 1999). One of the well-known approaches to effective persuasion is the Aristotelian's Rhetorical Appeal. Aristotle's Rhetoric

is a form of persuasion proposed by Aristotle in the classical era. The three forms of persuasion that Aristotle proposed are *ethos*, the credibility and trustworthiness of the speaker, *logos*, the logical argument presented, and *pathos* the emotional effect that is stimulated through speech (Schiappa, 1999). It is in this sense that the three elements of rhetoric are applied in the poster for a more persuasive move.

Many Aristotle's rhetoric studies were carried out on various discourse such as public speeches (Haider, 2014; Mshvenieradze, 2013; Wang, 2016), product advertisements (Ibrahim et al., 2019, Hamzah et al., 2019; Toppano & Toppano, 2014) and in written discourse (Ting, 2018). There also studies that shows the benefits of rhetoric in ways of combating current issues such as sexual harassment (Ghaisas et al., 2017) and in framing disease messages (Ting & Jerome, 2017). However, there are very limited studies of rhetorical appeals on environmental communication. Thus far, the application of ethos and pathos in this discourse, are conducted in two separate studies (Platonova, 2015; Waeraas & Ihlen, 2009).

Hence this study fills the gap of knowledge in environmental communication, specifically on the rhetorical appeals in environmental posters. As exerted by Platonova (2015), the clarity of rhetoric is rare in environmental communication. It is important as strategies are needed to produce more effective posters that deals with environmental issues.

## **1.2 Aim of Study**

This study aims to investigate the rhetorical appeals in online Malaysian environmental posters.

## **1.3 Objectives of Study**

This research focuses on the rhetorical appeals in online Malaysian environmental posters.

The objectives of the study are as follows:

1. To analyse the environmental posters based on their visual designs

2. To find out the usage of appeals to ethos, pathos, and logos in environmental posters.
3. To find out if a particular appeal is often used with a particular visual design.
4. To compare the differences in governmental and non-governmental environmental posters in terms of visual design and the use of rhetoric appeals.

## **1.4 Operational Definition of Terms**

### **1.4.1 Visual Designs**

In this study, visual designs refer to the two forms of representations: narrative and conceptual. A narrative representation occurs where participants are connected by a vector. The vector here refers to either bodies, limbs or tools in action (Ly & Jung, 2015). The participant also has a goal in which the vector is used to achieved that. Posters which incorporates a design that has a narrative to it will be inferred to as having a narrative representation. Conceptual representation on the other hand represents a more generalized, less stable and timeless essence (Ly & Jung, 2015). In this study, posters which contain images that are “static” or have passive elements are inferred to as having a conceptual representation.

### **1.4.2 Environmental Posters**

According to Gardner and Luchtenburg (2000), posters usually contain pictures and other images in its message with a play in language on different levels. In this study, environmental posters refer to infographics or pictorial descriptions of environmental issues with the aim of educating or informing the public. This study will be looking at environmental posters posted online by the Malaysian government (federal, state and local) and non-governmental organizations on their websites. The posters may be written in either English or Bahasa Malaysia and may also be scanned copies as long as it is in a digital form posted online.

### **1.4.3 Ethos**

The mode of persuasion ethos is concerned with the nature of the poster which induces a sense of credibility. Aristotle states that there are three necessary conditions to appear credible: competence, good intention and empathy. Hence, ethos refers to the persuasion through the credibility and trustworthiness of the character or persona (Wang, 2016).

### **1.4.4 Pathos**

The mode of persuasion pathos deals with the emotional appeal to the audience or reader. In this study, the emotional appeal refers to the ability of the posters to persuade the audience to save the environment by placing them into appropriate emotional states. Aristotle notes that it is important to be aware of what emotions exists; how and under which circumstances would the emotions be stimulated. A basic understanding of the target audience is crucial for posters. Hence, pathos is a form of persuasion which stimulates the emotional dimension of the reader or audience (Cohen as cited in Platonova, 2015).

### **1.4.5 Logos**

Logos refers to the appeal towards logical reasoning. In this method of persuasion, the posters present an argument or statements that appear logical to the target audience. Among forms of logos are evidence and reasonings. Natural evidence will lay down a given data like documents or testimonies while technical proofs are created with a combination of information (statistics). Thus, logos refers to the persuasion through reasoning which includes critical cognition, analytical skills, good memory and purposeful behaviour (Mshvenieradze, 2013).

#### **1.4.6 Government**

The Malaysian government in this study includes the three forms of government: federal, state and local government (city councils). Posters will be collected from the websites from either three categories.

#### **1.4.7 Non-Government**

In this study, non-governmental organizations refer to local private institutions, non-profit organizations or any companies that are not affiliated with the government of Malaysia.

### **1.5 Significance of Study**

Many have studied the rhetorical appeals on public speeches, promotional advertisements, written discourses and on recruitment strategies. However, the clarity of rhetoric in environmental communication is low especially when it comes to dealing with environmental issues (Platonova, 2015). Hence, this study will enlighten the strategies on the use of rhetoric appeals in correspondence to the visual designs in environmental communication. Furthermore, the findings of the study would provide a significant contribution to government and non-government organizations into producing effective posters to educate the public on the importance of combating environmental issues such as pollutions or global warming. Graphic designers will also be able to apply similar concepts with the visual designs for a more persuasive approach.



## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 Persuasion and Rhetoric

The nature of persuasion encourages a person to look in the views of the user (or speaker) and to provide choices and whether or not the person chooses to accept or reject it, is entirely up to them (Mulholland, 1994). Simons, Morreale and Gronbec (2017), defined persuasion as “human communication designed to influence the autonomous judgements and actions of others” (p. 7). In other words, persuasion sees a form of activity which stimulates the senses of someone to make a choice similar to yours. The forms of persuasion are what constitutes rhetoric. Rapp (2010), explained that the use of rhetoric is important as it does not matter the amount of knowledge a speaker has, but rather the effectiveness of the persuasion by the speaker in affecting decisions. A classical form of rhetoric is the Aristotle’s Rhetorical appeals. The three forms of persuasion that Aristotle proposed are *ethos*, the credibility and trustworthiness of the speaker, *logos*, the logical argument presented, and *pathos* the emotional affect that is stimulated through speech (Schiappa, 1999).

##### 2.1.1 Aristotle’s Rhetoric Appeals

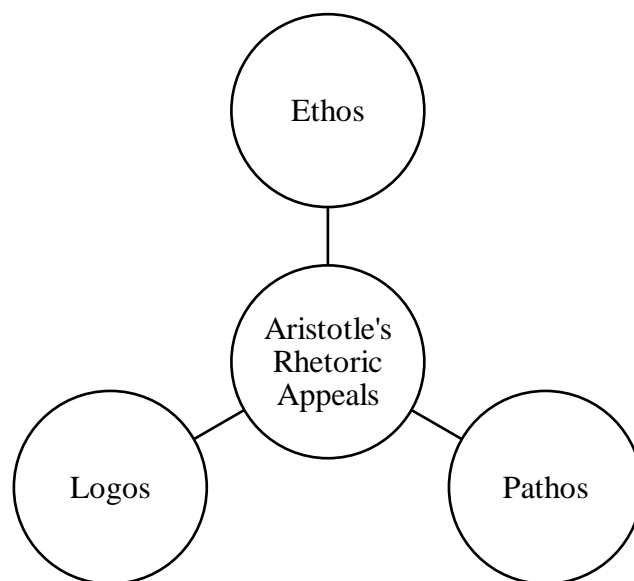


Figure 1. Concept map of Aristotle's Rhetoric Appeals

## **2.2 Aristotle's Rhetorical Analysis on Various Discourse**

The approach of Aristotle's rhetorical appeals has been used as a framework to analyse many forms of discourse as a persuasive strategy in conveying messages. These forms of strategies are relatively important in public speeches (Haider, 2014; Mshvenieradze, 2013; Wang, 2016), product advertisements (Ibrahim et al. 2019, Hamzah et al., 2019; Toppano & Toppano, 2014), and on written discourse (Ting, 2018). These literatures proposed several approaches of the Aristotle's rhetorical analysis on various discourse which in turn helps devise appropriate methods into achieving the researcher's desired objectives.

The art of persuasion has always been an important aspect in product advertisements or posters. In a study conducted by Ibrahim et al. (2019), the researchers investigated Aristotle's rhetorical persuasive elements on McDonald's video advertisement, "Mekdi", in Malaysia. In this study, it was pointed out that in most cases, the element of pathos (emotions) is used excessively in advertisements. The researchers also stated that other studies showed that ethos (credibility) is much less preferred by audiences. The objective of this study is to disclose the use of rhetorical elements in McDonald's Malaysia delivery video and to investigate the meaning behind the scenes. In line with the objectives, the researchers raised the following question: How is ethos, pathos and logos used in advertisements? To achieve the desired objectives, the researcher employed a qualitative research design by using textual analysis on the text of the video advertisement. The researchers then collected the data and categorized it into three rhetorical elements further dividing them into specific characteristics as such:

Table 1

*Evidence of text based on the characteristics of rhetorical elements*

<b>Rhetorical Elements</b>	<b>Characteristic</b>	<b>Evidence from Text</b>
Logos	Clarity	
	Conciseness	
	Arrangement	
Pathos	Credibility	
	Expectations	
	Reference	
Ethos	Tone	
	Emphasis	
	Engagement	

The findings showed to have relevance with other past studies which pointed out that advertisements rely heavily on the rhetorical appeal of ethos, pathos and logos. Logos is analysed in consideration of the three characteristics: clarity, conciseness, and arrangement, in which the researchers found that the company exerts confidence and assurance that their brand or product is great. For example, “*No electricity at home?*”, “*Chill lah we deliver!*”. The researchers also note that the lines met the requirements of a concise logos which limits the statements into five to eight words. A concise logos provides simple and straightforward sentences as it relays the message quicker even if the structure is grammatically wrong. Lastly, the arrangement of the advertisement in terms of camera movements have shown to be effective as well. The advertisement portrayed a horror genre which intends to convey an eerie them to the viewers. Ethos on the other hand portrays the credibility of the company, in which the researchers found that the McDonald’s logo has appeared at the bottom of the screen

throughout the whole advertisement. The analysis on pathos, was on the tone where the sounds and music of the advertisements evoke fear and suspense of the audience. The advertisement also had an engaging period with the audience by using relatable scenes such as traditional Malay house to invoke nostalgia. Overall, the researchers manage to show how the rhetoric elements are embedded into the advertisement in an attempt to draw the attention of the viewers and to persuade them into using their delivery services. However, it is noticed that the researchers only worked on one advertisement and could have extended the analysis on other local advertisements as well or the other concepts that were created by McDonald's Malaysia.

A similar approach was also taken by Hamzah et al. (2019), on analysing hijab (Muslim head wear) advertisements. The researchers noted that due to the increasing advancements in technology, product companies are moving onto a different platform, a deviation from the traditional printed media. The researchers further explained that the move to advertise products through other platforms now is to establish "digital relationships" with their audience. In this study, the forms of video advertisements refer to the ones posted on social media such as Facebook, Twitter, Instagram and YouTube. The aim of the study is to examine the use of rhetorical appeals that are embedded in increasing the persuasiveness of the advertisements. The objective of the paper is to investigate the use of rhetoric elements specifically ethos, pathos, and logos in Aidijuma's video advertisement. The researchers employed a qualitative research design, justifying it as a study of a phenomenon as it involves the analysis on speech, context and written texts of the researcher's data. The Aristotle's rhetorical elements were also used as a framework for this research which is also in line with the document analysis procedures in this study. The selection of samples was through purposive sampling with the following criteria: (1) the ads should possess elements of the rhetorical appeals, and (2) the duration of the video advertisements must not exceed 1 minute. The instrument of this study is similar to the one used by Ibrahim et al. (2019). The findings will be explained based on the

characteristics of the rhetoric appeals (refer to Table 1). Researchers of this study has gone onto YouTube to source for the most appropriate video and have went through the advertisements of various brands before selecting the best option, which in this study the Aidijuma brand was chosen. The analysis is then carried out on the video advertisement, and in every scene the elements of rhetoric are recorded and divided based on the characteristics. Generally, the researchers found that all three characteristics of ethos were found in the advertisement. The credibility of the brand was achieved by having woman of different social backgrounds which shows that the company values their customers of diversity. The advertisement also enhances the credibility of the product by portraying a different viewpoint of things by stepping out of the norm where it shows women handling vehicles which are usually associated with men. Through this, the brand can establish that there are no “limitations” to where the hijab can be worn. The brand also had its founder appear in the advertisement who also happens to be a well-known celebrity which pushes the name further as customers would not be confused with other similar products of different brands in the market. The usage of pathos was found to be established through the background music as it contradicts the activities of the women in the advertisement. This arouses the curiosity of the viewers to attract their attention. The women and the theme of the advertisement was also found to enhance the emotional appeal. Here the use of women from different social backgrounds can make viewers feel that they are not left out and the product of suitable use regardless of ethnicity. It is also the theme of women empowerment, where the advertisement paired women with men-associated products, to show that women could be equally “challenging”. This contributes to the powerful emotion in the audience. From the logos aspect, the representation of the vehicles found in the advertisements reflects the reality of women being able to handle several situations in life. The logic is formed by showing that women wearing the scarf can go through all situations with ease. The researchers also state that the logic in advertisements can

be seen from the well-constructed storyline which arranges a very systemic flow to facilitate a smooth transition of message from the advertisement to the audience. The cohesiveness of the overall video also contributes to an easier logic which aided audience to understand the storyline. The researcher concluded that all three Aristotle's rhetoric appeals were found in the advertisement as each play a key factor into persuading the audience.

Sometimes the persuasive elements do not appear in the form of written texts or images as suggested in previous studies. Such is seen in a research by Toppano and Toppano (2014), where it was discovered that sounds or music in advertisements can also aid in establishing the ethos of the brands. The researcher ideates that the perspective surrounding the concept ethos can be seen through the lens of design theory and transmedia storytelling. It was justified as a semiotic perspective as music can also be communicated through the sense of meaning. Thus, the researcher aims to explore the use of sounds in the integration on the narrative story of advertising brands in establishing ethos. The researchers have analysed sounds from four Lancôme advertisements within the duration of year 1990-2010 to compare the styles of music in establishing ethos. It was found that all four video advertisements are composed of a short form of classical music and a voice over speech. The researcher explained that the use of classical music at the very beginning of the advertisement is to catch the listener's attention immediately and to project the audience into an imaginative world. The dominant and tonic music scale is also said to provide a sense of stability and certainty to the viewers. It was also noted that the brand world was of the European culture and to confine the ethos of the advertisement is by avoiding exotic instruments and instead chooses strings in all clips. Hence, it is obvious that the use of music in relation to context can induce a sense of credibility in their product base.

Moving on to the notion of public speeches, the use of rhetorical appeals is also important. Aristotle's rhetoric appeals were also studied on press conferences. Wang (2016),

focused on the appeals to ethos and pathos during press conferences of the Tianjin blasts. The study looks at the drastic changes in the choice of rhetorical appeals in press conferences during a serious casualty that has occurred at Tianjin, China. The rhetoric appeals are applied onto the crisis communication speech in handling the situation. The aim of this study is to investigate the adoption of the rhetorical appeals by the press conference speakers after a crisis. The objectives are (1) to determine the frequently used rhetorical appeals and (2) to determine the choice of rhetorical appeals in relation to the change in context. The study employed a qualitative research design which uses rhetorical and contextual analysis and the researcher used a total of 14 press conferences between 13 August 2015 to 23 August 2015 as data. It is within this time frame that the researcher found a drastic change in context, the first 6 conferences were criticised by the public for lacking truth and the high use of bureaucratic jargons. Soon after, the researcher noticed a change in their communication style and content in the following 8 press conferences. The researcher has also collected relevant news stories and comments regarding the issue to analyse in to get an insight of the changing context during the period of the post-crisis communication. The researcher has obtained transcripts of all 14 press conferences online, where the content and the discursive features are examined including the strategic use of the rhetorical appeals. A comparison between press conferences in the two different contexts are then carried out to examine the impacts on the choice of rhetoric elements. It is found that throughout the press conferences, two of the appeals were the most frequently used, which are ethos and pathos. In the appeals to ethos, the speaker used lots of jargons to establish his credibility and expertise. For example, the speaker used technical phrases. “...*the density of toulol and chloroform*...” which provides strong information to the public. Another method to establish the credibility of the speaker is by using the “inclusive we”. The researcher explained that the “inclusive we” is adopted to form mutual connections between the speaker and the audience. Through this method, a strong ethos is constructed as it

emphasizes on the commonalities of both parties. Pathos, on the other hand, is found to be presented with a mood and tone that appropriates the passions and wills of the audiences. The researcher categorized the forms of pathos into three expressive speeches: depression, appreciation, and determination. A common observation among all three forms of expression is the tendency of the speaker to appeal to what the audience wants to hear. The depressive tone is found to have expressed most frequently with the use of phrases like, *"I'd like to express my deep condolences"*, and *"... I can feel the great loss in lives..."*. The speaker also resulted to an appreciative form towards to audience for being supportive and helpful throughout the investigation of the blasts. For example, in phrases *"...thanks for your care and support for our jobs"*, and *"...all the friends in media circles were also very understanding and supportive which touched us deeply"*. Finally, the expressive forms of determination can be seen in the phrase, *"...Any wrongdoings or illegal behaviours, we will punish them severely..."*. The researcher then adopted the changing context of the crisis to the use of rhetorical appeals and found that there was a shift from ethos to pathos. In the first 6 conferences, the speaker had appealed to the forms of ethos more to establish the credibility. However, through the related news and commentary collected by the researcher, the press-conferences were found to receive backlash due to the lack of "human" or down to earth communication. The news portals and social media was a catalyse in inducing the spread of more negative comments towards the approach of the press conference. The drastic change of the crisis has led the speaker in the press conference to then appeal to pathos for the following 8 press conferences. The researcher explained that the use of ethos initially was to prove the competence of the speaker in that specific domain. However, the use of jargons would interrupt a smooth transition of message to the public since not many understood the terms used. In response to the backlash, the speaker then decided to change their communicative ways in the later press conferences to fit what the public wanted. The researcher concluded that as the crisis unfolds, the public's feeling and



emotions follows the change in speech. The speaker should then carefully appropriate the appeals in their linguistic discourse to best influence the audience.

Haider (2014) conducted a study on the use of rhetoric appeals in Malala Yousaf Zai's speech. This research explained that for someone to challenge the doctrine of a society, the must possess an insightful interpretive skill. This was thought upon the case of Malala Yousof Zaid, a 16-year old school girl and activist for female education, who was shot in the eye on 9 October 2012, by Talibans but had survived the attack after undergoing surgeries and treatment in the United Kingdom (UK). She was then offered a status of permanent residence at the UK alongside her father. Malala was invited to give a speech in the United Nations on 12 July 2013 which touched upon terrorism. The aim of the study is to understand the meanings of Malala's speech and Malala's intentions for nations and terrorists. A critical discourse analysis is used as a method to analyse Malala's speech as it was justified that the speech contains implied meanings. However, the study did not specify if the analysis were conducted on a video or just the transcript which could be of great help for future studies. In the context of the speech, the researcher noted that the Pakistanis are not convinced of the heroic act by Malala and assumes a conspiracy involving Malala's alliance with the CIA to garner support from the nation. Nonetheless, it was due to her rhetoric skills that maintained her credibility and dignity. The researcher noticed that at the beginning of the speech, the use of ethos is the highest as Malala is trying to establish her credentials here and has portrayed herself with full confidence. It was also here where Malala mentioned in the speech that she was wearing a shawl of Benazir Bhutto, a first woman premier of Pakistan, who was also assassinated by terrorists. Benazir Bhutto is a leader, who is well loved by the people of Pakistan and it is through this line "*...It is an honour for me that I am wearing a shawl of late Benazir Bhutto*" that further strengthens her ethos as the researcher explained that Malala has "taken on the mantel" of a hero by presenting herself as other well-known female figures in the world. Additionally, the research

noted that Malala sometimes indirectly establishes her credibility by introducing some positive attributes even though she is not talking about herself. Other ways Malala institute the appeals to ethos is by realizing the audience, that speaks and represents them. This form of ethos is in line with Wang (2010), where the speaker used an “inclusive we” in their speeches. Here Malala approached the speech many times by addressing the audience as “brothers and sisters” to form natural connections. Malala’s speech also induced lots of authoritative figures that helps strengthen her ethos. The researcher mentioned that Malala has referred to at least nine famous leaders of diverse communities to reinforce the audience into accepting her views and notions. In the approach to pathos, Malala forms a narrative speech, and was found to have applied the synonymy technique. This technique refers to the use of clustered synonyms to arouse emotions of the audience. Her speech also creates imagery forms for the audience which stimulates them to have an emotional feeling towards a peaceful world through the suggestion of a utopia where violence do not exist. The speech was also found to contain a constant imagery of children’s rights stripped off in several ways. Amongst other techniques are the exerts of warning and uncertainty which instils fear by the linguistic use of “if” and “then”. Lastly, the usage of logos is seen through facts pointed out by Malala that the modern world has affected the thinking of the Talibans and have misunderstood the teachings of Islam. The researcher also pointed out the use of sorites, a technique used by speakers in providing a series of claims and reasons. The arguments that was made, is constructed with a logical comment to support it. The researcher concluded that when Malala delivered her speech, she is well aware of the persuasive techniques that pushes for a change.

Political discourse is also not excluded from the analysis of rhetoric appeals. Mshvenieradze (2013) investigated the use of the three rhetoric elements in the French political discourses of Jacques Chirac and Nicholas Sarkozy during their pre-election campaign. The three objectives of this study are (1) to identify the linguistic means which uses the three forms

of rhetoric appeals, (2) to compare both politicians in building their rational and logical discourses, and (3) to find out the most frequently used form of persuasion. The study employs a corpus research method on pre-election discourses on both politicians, Jacques Chirac (2002 candidate elections in Afghanistan) and Nicolas Sarkozy (2007 candidate elections in Nice). French language materials are also searched on the official website, [www.elysee.fr](http://www.elysee.fr) and lexico-metric analyses, and discourse and argumentative analyses are used to highlight linguistic markers on the usage of logos, ethos and pathos by the politician. The researchers found that Jacques Chirac constructed his speech on the parenthesis of logos. The speech provides the analysis of actual data and the facts to the reasons of pollutions and its cause around the world. Mshvenieradze explained that this was due to his ideology of solving problems through the help and participation of the public. The Afghan politician also resulted into linguistic markers such as: *initially*, *later* and *finally*, which further builds upon the persuasive logos. Similarly, it was found that Nicolas Sarkozy in Nice has also constructed his speech using logos. However, the speech extends to the use of ethos and pathos as well. During the speech, Nicolas Sarkozy asserts that he possesses advantages over other competing candidates at that time, which establishes the credibility as a potential candidate. The use of pathos is found when the politician reveals relatable social problems in France which worries the public. The researcher also made a comparison between both politicians on the deictic. Jacques Chirac is found to use mostly third-person pronouns “We” and “Our”. The researcher explained that this enables Chirac to establish a connection with the audience. Other literatures displayed similar results, like in Wang (2010) and Haider (2014). Contrastively, Nicolas Sarkozy uses more first-person pronoun “I” through which he informs the public of his awareness towards the problems, an attempt to place him as a figure of authority and trustworthiness. Overall, the researcher explained that the reasons of the difference in approach to the choice of rhetoric appeals, is due to the different ideologies of both politicians. Though both Jacques Chirac and

Nicholas Sarkozy managed to apply all three forms of persuasive appeals, their ideologies have affected the frequent use of each persuasive element. Chirac values issues of the environment and ecology related problems which resulted to the high use of logos in order to provide strong factual evidence for the need to solve it. Sarkozy's priority are the people and their identity hence resulting to a more emotionally based speech (pathos).

Researchers also used the Aristotle rhetorical appeals to study written discourse. In a study by Ting (2018), the researcher investigated the persuasive methods in informal requests used by university students to increase the chances of approval. The aim is to examine the rhetorical appeals in the informal requests by university students directed to their lecturer and the main objectives of the study are to identify (1) the forms of pathos, logos, and ethos used in the informal requests, (2) the frequencies of the rhetorical appeals, and (3) the usage of linguistic markers and personal pronouns in expressing the rhetorical appeals. Ninety-nine request were collected from a diverse disciplinary background from students in Malaysian universities. The students were also enrolled in an English proficiency course which teaches students the functions of media texts and advertisements. The requests obtained is part of the in-class task, requiring students to write a persuasive letter to their lecturer requesting to end the lesson early. The student's works are not corrected to maintain the originality of the data. In line with the researcher's first objective, the students who made appeals to pathos state their physical condition or that of their lecturer to persuade for an early dismissal. It was discovered that students tend to result to compliments or concerns for their lecturer than to focus on their own detrimental state to evoke their lecturer's sympathy. In an appeal to logos, students described the unpleasant conditions of the classroom and their fully occupied schedules to justify an early dismissal. While in the appeal to ethos, students described the credibility of the lecturers in terms of education, effectiveness and being interesting. The researcher notes that these are not classified appeals to pathos as the content are on the professional identity of the

lecturer. Overall, the researcher found that the most common persuasion strategy used is the emotional appeal, pathos (55.00%), followed by logos (41.67%) and the least used appeal is ethos (3.33%). When using the appeals to pathos, students are more prone to using second-person pronouns which stresses the student as the subject while appealing to their lecturer's compassion. In the appeals to logos, singular first-person pronouns are more commonly used as this stipulates the self-focus of logical reasoning where students are the subject of their requests. As for ethos, students did not appeal to the credibility of their lecturers as it was felt that they are not equivalent in authority with their lecturer. From the findings of the study, the researcher notes that there is a necessity to educate varsity students on persuasive discourse through collaborative reasonings as it was found that most requests are in the form of isolated thoughts. There was no approach for rationale reasons to suggest an early dismissal.

From these previous studies, the phenomenon of persuasive appeals is found across various discourse. The persuasive methods usually incorporate all three forms of the rhetoric elements. Each play a key factor into establishing effective persuasive techniques to their respective target group. It is also here, that the context of the various notions influences the use of some persuasive elements. Also, the appeals do not always appear in texts but could also appear through other forms of medium, such as sounds, background scene and the actors. This helps establish the concept of this study, that there may be an influence in the frequency of the persuasive appeals that are found in correspondence with the visual designs. In the change of visual designs, there may also be a change in the use of rhetoric appeals.

### **2.3 Rhetorical Appeals as Communication Strategies to Combat Current Issues.**

An observable trend among past literatures suggest that the rhetorical appeals are used mostly to benefit one's self. However, to a certain extend rhetoric appeals are also used as an applied strategy to combat current issues. Several studies have shown that the persuasive elements are

used as a communication strategy to inform the public of health risks (Ting & Jerome, 2017) or to help overcome sexual harassment in workplaces (Ghaisas, et al. 2017). In addition, rhetoric has also seen to be as a beneficial tool in courtrooms and how it helps attorneys in cases (McCormack, 2014).

In an attempt to combat sexual harassment at a workplace, Ghaisas et al. (2017) has developed a conceptual system referred to as the 5-I architecture based on operant conditioning. Operant conditioning is a form of a learning process, where a subject learns to adapt or avoid certain behaviours through a reward-punishing method. It was argued in the paper that behaviours are usually controlled through consequences and therefore, the researchers have decided to integrate the three appeals into their instrument as a strategy to prevent sexual harassment at the workplace. The 5-I architecture comprises of 5 layers namely, Intelligence, Interpretation, Impact, Implementation, and Integration with each having its own functions and purpose. The *intelligence* layer is proposed to identify and collect relevant data of current, new and complete regulations at all times. Through this layer, the researchers state to have established the credibility appeal (ethos) as this shows that the organization is serious in abiding to all regulations. The appeal to ethos is also employed in shaping the behaviour of employees by enlightening them about the regulations. The system will compare the text regulations with the existing policies in the organization to identify if it already exists, or rules that are needed to be added in and ones that are required with the business process. The Rule Model is used to interpret the regulation, where linguistic features that do not appear in the organization's policies will be identified. That way, the company will take necessary actions to fill the gaps of the policies. The researchers argued that through this way, the company will establish a stronger ethos as employees will comply with the robust regulations. The third layer is *impact* which involves identifying the impacts of the policies. When a change or an update is done towards an existing policy, this layer will identify the impact it carries towards their

employees. For example, when an organization has amended a policy to increase security for female workers who works during the night shift, the system will automatically identify the number of female employees and their relevant working details. The supervisors will be able to retrieve this information and make necessary transport arrangements to help address any insecurities for the female employees. The details of the driver and whereabouts are sent to the supervisors for close inspections. The commitment of the company in ensuring that the regulations have significant impacts will help strengthen ethos again. *Implementation* is the next layer which incorporates identified rules in the context of those that were impacted. From the earlier layer, the system has identified that the female employees will be impacted from the change in policy which then aids the researchers into designing an app for their safety, *NoPanicApp*. In the application, the user will be able to identify their colleagues and add them into their “Circleof Trust” (COT). When the female user boards the car, the details of the driver will be sent to their supervisors and their COT peers. Should there be an emergency, the user can send a distress signal to those in her COT in the form of a pre-written text or pre-recorded voice messages. The availability of the application appeals to the pathos of the employees as this shows that the company cares for them. The appeal to logos is also established as there are strong data of facts and information that is able to deter them from any misconduct. Lastly, the *integration* layer will merge with the data collected in *implementation* and generate quarterly incident reports. The reports will contain details of the number of incidents, resolved cases and measures taken, and compare it with other quarterly reports. Employees will receive the reports through emails, and the data provided will show that the organization is committed into taking strict actions towards these cases. This in return will appeal to both logos and ethos by displaying data while also strengthening the company’s credibility of adhering to regulations. The researchers concluded that the solution to this system is still in progress and would soon release a working developed system.

The persuasive appeals were also found to be a construct for health risk communication. Ting and Jerome (2017), investigated the framing of disease risk messages in airport banners by applying the Aristotle's rhetorical appeals of logos, pathos and ethos. The aim of the study is to analyse the presentation of the disease threat and the use of the persuasive appeal in the messages. The researchers approached the research in a qualitative design by employing the model on threat perception, established by Hochbaum's (1958) Health Belief Model. The threat perception can be based on two beliefs: the individual's perceived susceptibility towards the disease and the perceived severity of the consequences of the disease for the individual. The 9 banners that were analysed were photographed from 4 airports in Malaysia (Bintulu, Sibul, Kuching and Kuala Lumpur) and involves banners of various diseases. The analysis was first conducted based on two aspects, first were on the perceived susceptibility and perceived severity, followed by the persuasive strategies used in the messages. It was found that on banners of the Ebola Virus Disease, the susceptibility messages involve those who are returning from West African Nations and those who are in close contact with fluids contaminated by the virus. With the context of a specific defined group, the general public of Malaysia may feel less susceptible to the disease although the fatality is high. The recommended treatment in the banner was to seek medical treatment if the symptoms of the virus are present. The Hand, Foot and Mouth Disease on the other hand, has obvious messages detailing its severity and symptoms of the disease. There were also several recommended steps to take should one be found infected. In the context of Malaysia, the disease is no stranger to the general public as it has caused several outbreaks recurring in cycles from over two to three years. Moving on to the rhetorical appeals, the analysis of indicates that logos was the main rhetorical appeal appearing in the banners. The banners usually detail information of susceptible people, symptoms as well as the recommended actions. The logos forms that appear are in facts and through text and images. Of all the banners analysed, only one had indications of pathos which



was the Hand, Foot and Mouth Disease banner. This was found in the phrase “Sayangi anak anda, cegah Penyakit Tangan, Kaki dan Mulut”. Though pathos was not used a lot, the researchers found that the banners also applied other strategies such as the typology of capital letters. The strategies were able to catch the attention of the public better when used as a headline. Finally, the credibility of the posters appeared through the source of information by showing that it is produced by the Ministry of Health Malaysia. This could be seen in the texts like “Jabatan Kesihatan Negeri Sarawak” or “Pusat Kesihatan Bahagian Kuching”. The reason these forms of ethos appears is to show that there is an important message from the health authorities. Overall, the banners analysed have shown to produce very detail information about the disease and symptoms. However, the banners may not succeed in preventing the disease although there is a high density of logos messages. This is because the context that was created in the banners was restricted to only those who are returning from a foreign country rendering the others feeling safe although having equal risks. The details were also found to avoid displaying the last stage symptoms of the diseases which paints a less severe narration, though it could be fatal. Hence, the researchers revealed that an emotional appeal (pathos) may be more persuasive than using factual messages to urge to public in taking necessary actions.

Studies were also able to show that the rhetorical appeals are beneficial in the judiciary system, specifically in the courthouse. In a paper by McCormack (2014), the researcher discussed on the three forms of appeal and its benefits in a trial. It was discussed that an advocate must be able to (1) reason logically (2) understand human character and their various forms of goodness, and (3) understand the respective emotions. This will be beneficial tool for trial advocates as these skills will allow persuasive arguments in the courtroom. First, logos is considered to be the most persuasive in legal arguments as this form of discourse relies on evidentiary factors and good reasonings. Though many have argued that this form of appeal has been depreciated and was cast aside in favour of a more emotional approach. However,

regardless of its potential emotion persuasiveness, the logical appeal is said to at least be able to positively influence jurors. While logic and rationality is important in a courtroom setting, sometimes a case may reach a point with no definite logical outcome. In this case, the audience would move towards the credibility of the speaker, particularly the character an advocate would possess. According to the paper, there are countless factors that are taken into consideration for a person's credibility, some may look for character attributes such as the speaker's confidence, body posture and rate of speech. Others may source for relational attributes, like familiarity and similarity. This would potentially allow a more persuasive argument by an attorney, if the attorney is able to form the connection with the audience using the appeals to ethos. Lastly, the appeal of pathos. It is said that the persuasion of pathos is hard in a courtroom as it may be a detriment of justice, such where it could manipulate juries to produce prejudicial results. However, the researcher said although rules were constructed to limit emotional-based judgements, emotions can still be influenced and is inevitable. This may be due to the pre-existing mood of the jurors themselves. So instead of fighting against emotions, the questions arise as to which emotions are helpful or harmful in the context, they are in. All in all, this shows that the rhetoric appeal can also help advocates and attorneys in courtroom settings, by portraying the credibility or be equipped with logic and reasonings.

Through these literatures, the rhetoric appeals are not just used to persuade one, but instead benefits in terms of strategy in combatting many issues, such as sexual harassment and diseases. The influence of rhetoric is able to persuade one to take necessary measures in ensuring the safety of the public and the employees. In addition, rhetoric are also an important tool in the courtroom, as it showed to have relied and all three forms of appeals to plead a case in a legal setting. It is also through the persuasive appeals that allow environments to become a sustainable place for everybody.

## **2.4 Rhetoric and Environmental Communication**

As environmental issues have garnered the attention of the public over the past few years, the need for rhetoric as a strategy to inform and educate people is equally important. Platonova (2015), and Waeraas and Ihlen (2009) have conducted studies on Aristotle's rhetoric appeals on environmental articles and the environmental legitimization of brand companies respectively.

Platonova (2015), investigated the use of the rhetoric appeal of emotions in the texts of environmental issues. The justification on the priority given to pathos is because of human nature's influence of emotions on the outcome of the decisions made. Platonova (2015), further explained that pathos in this study is accentuated as a form of strategy that governs the application of the foregrounding element. The elements can be referred to as reference and metaphors that aims to trigger certain emotions, since the strategic persuasive appeal is to evoke emotional responses and to induce a psychological effect on the audience. The researcher has conducted a textual analysis on various magazine articles related to environmental issues and continued to explain the positive and negative connotation conveyed by the phrases in the article as an effect from the use of pathos. Unfortunately, the researcher did not elaborate further on the methodology of this study which could have been helpful in future research. It was observed in an article by The Guardian magazine (October 2015), the usage of some phrases was avoided in relations to certain environmental issues. Such that the "city of Venice" has been replaced with "city of canals" when describing the consequences of the rise in sea levels Boston would potentially face due to development. Platonova (2015), explained that the negative connotation is brought out as it causes the background knowledge of Venice to lose its "glory". If the name "Venice" is used in replacement, it will most likely activate negative emotions as the city is always ascribed as "romantic". It was also discovered that there was the use of metaphors in an article by National Geographic (October 2015). The metaphors used suggests a negative connotation like in words "to muffle" which proposed making something

“dead” thus establishing an emotional appeal that humans have interfered and destroyed nature. Platonova (2015), concludes that environmental communication makes use of the wide range of symbols and signs which covers the background and expertise of a diverse society. It was further explained that through pathos, the emotions are linked to the concepts that are mapped over the symbols and signs.

Waeraas and Ihlen (2009) studied the construction of ethos in which brand legitimizes their relation to the environment. The researchers suggested that companies adapt their internal structures, procedures, and outcomes to fit the norms of society. In this case, the researchers studied the rhetorical ethos of three companies that, according to Fortune magazine, are the most admired in the United States of America: Starbucks, General Electric and Toyota. Fortune reasoned that the success of the companies was due to the green practices and their awareness and concerns to the environment. Waeraas and Ihlen (2009), explained that environmental concerns are now widely being valued and that organizations that instil these values as their focus would strengthen the legitimacy of the company. Hence, the researchers aimed to analyse the rhetoric in reinforcing the actions of environmental work by the companies. The paper uses a qualitative research design in studying three documents created by General Electric, Starbucks, and Toyota in 2007, reason being due to the high use of verbal expression deliberately aimed towards an environmental focus. The researchers mentioned that although the documents are intended for the general public, the information provided would also be relevant to stakeholders, investors, governmental and regulatory groups and as well as environmental activists. Thus, the documents act as a medium to allow a convincing share of strategies and policies where ethos is most likely to appear in. The analysis was carried out through content analysis by making interferences of the messages. A common verbal claim that was identified in the companies are “we improve the world”. The researchers note that General Electric explained itself in detail, stating that the company has contributed to the lower CO2

emissions in California. In other parts of the world, General Electric has also highlighted success stories on environmental issues. The researcher also found Toyota to have a similar approach which seeks to increase improvement in environmental performance on its products. Both companies were found to rely on data to produce rational arguments in support of their expertise. Waeras and Ihlen (2009) also found Toyota to have used a lot of technical terms further emphasising their high-level expertise and knowledge. However, Starbucks approached differently. The company conveyed their pro-environmental methods not through their products but through the way Starbucks conduct their business. The researchers explained that the establishment of ethos arises when Starbucks improves their sustainable approach to their coffee production which advocates their awareness of the environment in realizing appropriate methods to produce high-quality coffee. The researchers concluded that there were aspects of manipulation, although not the radical form, which is designed to gain acceptance for a belief. It is also accentuated that the strategic use of ethos is not to change the values or social norms but instead targeted to the environmental concerns of the society.

Thus, these past researchers have showed that even in environmental communication, the rhetoric appeals are also used into persuading audiences. However, Platonova (2015) noted that the clarity in environmental communication is still limited. Hence there is a need to further study the applications of rhetorical appeals in environmental communication.

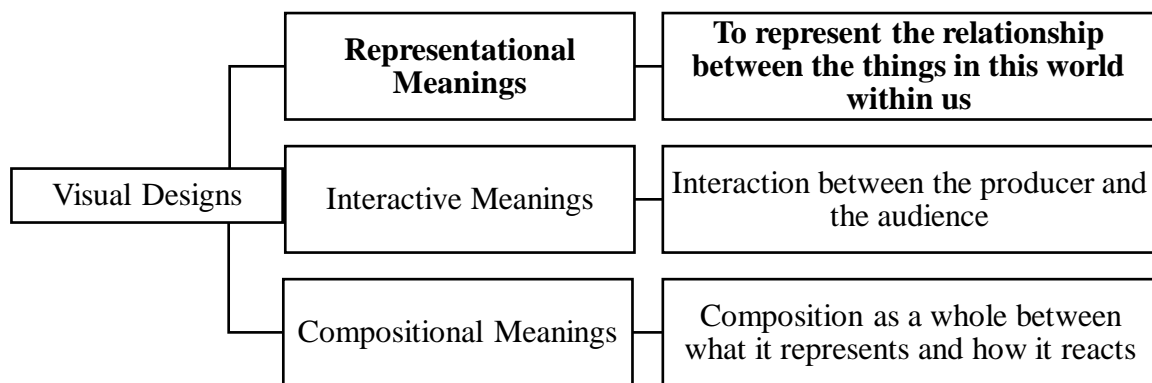
## **2.5 Visual Analysis Approach on Posters**

After reviewing past literatures, the persuasive appeals can influence through other forms of media. Such is seen in the studies by Ibrahim et al. (2019), Hamzah et al. (2019) and Toppano and Toppano (2014). It is also found that through a change of context, the use of persuasive elements also changes accordingly (Wang, 2016). Since the directive of this study would suggest that there may be a significance between the visual designs of the posters and the rhetoric appeals, a visual analysis approach is needed to analyse the posters.

Wasintapa and Vungthong (2019) has approached the analysis of posters using the Multimodality Theory of Kress and Van Leeuwen (2006). It was explained that the multimodality focusses on the three forms of meaning in visual designs: representational, interactive, and compositional. Representational meanings analyse the relations of the participants and is further divided into a narrative process and a conceptual process. The narrative process constitutes the forms of events and actions which are unfolding (Kress & Van Leeuwen, 2006). The researcher further explained that an “Actor” and a “Goal” exists in a narrative process and can also be further conditioned into transactional and non-transactional. Process. The tree elements involved in a transactional narrative process are “Actor”, “Vector”, and “Goal”, conversely, a non-transactional narrative process do not have a “Goal”. To put it simply, a narrative process have active elements where the “Actor” or participant utilizes a “Vector” to achieve the “Goal”, while non-transactional process sees a narration without a goal. Conceptual process on the other hand is explained as having a passive environment in which the designs are timeless and more generalized (Ly & Jung, 2015).

The approach to the visual analysis on posters contributes to this study significantly. The forms of visual designs may provide an insight on the effects of the choice of rhetorical appeals as suggested in previous studies. The research by Wasintapa and Vungthong (2019) has guided the analysis of the visual designs in this study.

### 2.5.1 Multimodality Theory of Kress and Van Leeuwen (2006)



*Figure 2.* Concept map of the Multimodality Theory of Kress and Van Leeuwen (2006)

## **CHAPTER 3**

### **METHODOLOGY**

#### **3.1 Research Design**

The study employs a qualitative research design. According to Patton (2005), qualitative research starts with a narrative description then towards the phenomenon of the study and finally making comparisons and an interpretive search on patterns across the cases. In other words, qualitative designs seek to study a phenomenon that is observable in its “naturalistic inquiry”. Rizka (2016) exerted that qualitative research should be employed on studies that analyses written text and context of a particular data. Since this study observed the phenomenal use of the rhetorical appeals in the context of online Malaysian environmental posters, the researcher has decided to approach this study using a qualitative method. The Aristotle’s Rhetorical Appeals was used as a framework for this study to analyse all the texts in the posters. The representational meanings from the Multimodality theory by Kress and Leeuwen (2006) was also used to carry out a visual analysis on the posters.

#### **3.2 Selection of Sample**

This study used online environmental posters as data to obtain valid samples to observe the application of the rhetoric appeals. The selection of the environmental posters was done through purposive sampling with a set of the following criteria:

1. The posters must be written primarily in English or Malay
2. The posters must be Malaysian (local)
3. The posters are collected from websites of government and non-governmental organizations, and Google Images.
4. The posters may appear in scanned copies as long as it is digital and is posted online



The researcher collected environmental posters from government and non-governmental websites. Since the governmental bodies in this study includes all three forms, federal, state and local governments, the data was obtained from all three websites. Similarly, posters from non-governmental organizations were obtained from Google Images. Examples of the websites are shown in Table 2.

Table 2

*Examples of websites from government and non-governmental bodies*

<b>Government Websites</b>		
<b>Federal Government</b>	Ministry of Health	www.myhealth.gov.my
<b>State Government</b>	Selangor State Government	www.selangor.gov.my
<b>Local Government (City councils)</b>	Penang City Council ( <i>Majlis Bandaraya Pulau Pinang</i> )	www.mbpp.gov.my
<b>Non-Government Websites</b>		
<b>Non-Governmental Organizations</b>	World Wide Fund for Nature Malaysia (WWF)	www.wwf.org.my

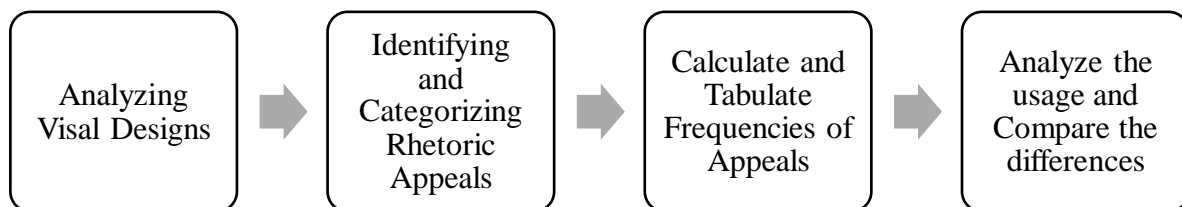
### 3.3 Data Collection Procedures

The researcher first logged on to the government websites (federal, state, and local) and typed in keywords “environmental poster”, “Malaysia” and “kempen” (campaign). The posters were then selected based on their relevance to environmental issues. The posters were then saved into two separate folders, government, and non-government, and was then printed out for analysis. For posters produced by non-governmental websites, the images were retrieved from Google Images instead. This is due to the wide existing non-governmental bodies in Malaysia. Similarly, keywords “environmental posters”, “Malaysia” and “campaign” were searched. The researcher went through the posters from left-to-right and top-to-bottom and selections were based on the relevance to environmental issues. The posters were also validated to ensure it is local by logging into the websites or other media platforms in which the posters

are shared on. The researcher looked for indicators such as “Malaysia” or “.my” in the website’s URL, and “Malaysia” for other media platforms such as Facebook or Instagram. The posters were then saved and printed out for further analysis. The posters dated 2015-2020 were collected, as this is the time period where the awareness of environmental issues sees an increase.

### 3.4 Data Analysis Procedures

The researcher first analysed the visual designs of the posters in terms of a narrative or conceptual representation. The overall design was also analysed for its positive and negative portrayal. It was then followed by identifying and categorizing the forms of appeals that appear on the posters which includes both the title and descriptions. Then the researcher calculated and tabulated the frequencies of the appeals that corresponded to the types of visual designs. From there, the difference or similarities in the approach of combinations between governmental and non-governmental posters were compared. The overall procedures are summarized in the diagram below.



*Figure 3.* Process map showing the data analysis procedures of this study

To study the visual designs of the posters, the collected data was analysed using the Multimodality Theory of Kress and Leuwen (2006). The method of analysis used by Wasintapa and Vungthong (2019) was adapted into the research. As explained by Wasintapa and Vungthong (2019), posters contain rich amount of information within a limited space by utilizing visuals and creative language. Hence the framework allows an analysis on visual meanings in the posters. The posters were first coded with G# and NG# to differentiate

governmental and non-governmental posters respectively (see Table 3). The headlines of the posters were also indicated in the table to better identify it. Then the posters were analysed based on its type of visual designs: narrative representations or conceptual representations. Under the narrative representation, the three basic elements that were identified are actor, vector and action or goal. “Actor” refers to the participant in the poster which the “vectors” originates while “goal” refers to the participant which is acting upon (Ly & Jung, 2015). Narrative representations was then further divided into transactional process (T) and non-transactional process (NT). The difference between the two is the existence of a “goal”. A transactional process involves all three elements, whereas non-transactional does not account for a “goal” (Ly & Jung, 2015). For conceptual representations, the researcher listed the type of elements that appeared on the poster instead. Since conceptual representation appears in the form of a static design, they do not contain fixed elements as per the narrative representations. The overall design of the posters are further identified on its portrayal of a positive (+) and negative concept (-). In this study, the posters could exist only either in narrative representation or conceptual representation. The data collected was tabulated as follows:

Table 3

*Analysis of visual designs in narrative representation and conceptual representation with its forms of portrayals*

Code	Headlines	Narrative Representation					Conceptual Representation		Portrayal	
		Narrative Process		Elements			Conceptual Process	Elements	+	-
		T	NT	Actor	Vector	Goal				

Next the rhetorical devices were analysed on the posters using the Aristotle’s Rhetorical Appeals: ethos, logos, and pathos. The texts were first identified and circled, which included the title as well as the descriptions, on the posters that relates to either one of the rhetorical

appeals. Logos, emblems, and coat of arms were also included as a form of rhetoric appeals. Then logos, pathos or ethos were written at the side of the texts to indicate the forms of rhetoric it exists in. The code of the posters that were analysed will be indicated at the poster to better identify it. The data was then tabulated as follows:

Table 4

*Analysis of types of appeals with examples and frequencies*

Code	Types of Appeals	Examples	Frequencies
	Ethos		
	Pathos		
	Logos		

In approaching the relationship between the rhetorical appeals and the types of visual designs, the frequencies of the types of appeals found in the posters were calculated in correspondence to the two forms of visual designs: narrative representation and conceptual representation. The analysis was carried, and the data is tabulated as follows:

Table 5

*Analysis of the rhetorical appeals in relation to the visual designs*

Visual Designs	Frequency of Ethos Used	Frequency of Logos Used	Frequency of Pathos Used	Total
Narrative Design				
Conceptual Design				

Once the data is collected, a comparison on the combination of rhetorical appeals and visual designs were conducted between governmental and non-governmental posters to note on the difference in approaches by both associations.

### **3.5 Limitations of Study**

As an approach to analyse the visual designs of environmental posters, the researcher has employed only one part of the multimodal discourse framework to analyse the visual designs. Since the objectives of the study is to look at the general visual designs of the posters, smaller details such as the positioning of the texts or the frames in the posters are not investigated. In such cases, the existing details of the poster may pose a significant contribution to the data pool of this study which was not delved into. Besides, the additional knowledge of visuals and linguistic analysis could help improve better persuasive designs of the posters. Furthermore, this study limits the scope to environmental posters in Malaysia which takes into consideration the Malaysian context only. It does not include posters from other countries which could help widen the area of analysis where more interesting findings could be revealed. Lastly, other existing language in Malaysia are not taken in consideration which may have shown a different approach in producing a persuasive environmental poster.

## CHAPTER 4

### RESULTS AND DISCUSSION

This chapter reports the findings of the study and is followed by the discussions of the results obtained. The reported results were obtained through a qualitative approach through textual analysis and is based around two theoretical frameworks: Aristotle's Rhetorical Appeals and the Multimodality Theory of Kress and Van Leeuwen. The results will be discussed based on the proposed objectives of this study.

#### 4.1 Visual Designs of the Environmental Posters

The visual designs of the environmental posters were analysed through the Multimodality Theory of Kress and Van Leeuwen. The visuals were divided into a narrative design and a conceptual one and is further analysed through its forms of portrayals. The results obtained are as follows:

Table 6

*Frequency of the posters based on the visual designs and its forms of portrayal*

<b>Visual Designs</b>	<b>Narrative</b>	<b>Conceptual</b>	<b>Total</b>
No. of Posters	35 (46.05%)	41 (53.95%)	76 (100%)
Positive Portrayal	18	32	76
Negative Portrayal	17	9	

A total of 76 digital posters were collected and analysed. The posters were divided into a narrative design and a conceptual design. In general, the results show that environmental posters are mostly designed conceptually as compared to a narrative filled visual. Of the 76 posters collected, 35 posters (46.05%) follows a narrative process, while 41 posters (53.95%)

follows a conceptual process. When analysed on its forms of portrayal, both processes yield different results. A trend among the conceptual representation reveals a high use of backgrounds with clean and green nature sceneries, which portrays a positive atmosphere as compared to a dirty and negative environment (32 and 9 posters respectively). On the other hand, the narrative representation marks a positive portrayal slightly higher than a negative one with 18 posters and 17 posters, respectively.



Figure 4. Posters of Narrative Designs with Negative and Positive Portrayals

Figure 4 shows an example of posters with a narrative design that portrays a negative narration (left) and positive narration (right). On the left, there is a narration of war between a giant plastic bag and group of soldiers. The group of soldiers (actors) are seen to be attacking the plastic bag (goal) with weapons (vectors) and produced an overall negative effect. Contrastively, the poster on the right shows a narration of love between mankind and the planet Earth. The man and earth (actors) with hands spread out (vectors) and are going to give each other a hug (goal). This produces an overall positive effect. As the results show, both negative and positive portrayals are almost equal in appearances, though a positive one is slightly higher.



Figure 5. Posters of Conceptual Designs with Negative and Positive Portrayals

Figure 5 shows an example of posters with a conceptual design that portrays a negative concept (left) and a positive concept (right). In conceptual designs, there is no goal and it is defined by the static elements that are in the background. On the left, it is portrayed as a dirty river with plastic pollution. A turtle is also seen to be choking on a straw. This produces an overall negative concept as it shows water pollution. The poster on the right, presents a different design. The background is covered with trees and greenery, which also includes a clean background of the city with people playing in the park. This produces an overall positive concept as it shows a clean environment. As the results show, conceptual designs will tend to follow suit to a clean and green environment as compared to ones that are portrayed negatively.



## 4.2 Usage of Appeals to Ethos, Pathos and Logos in Environmental Posters

Table 7

Frequency and percentage of the rhetorical appeals found in the posters

Rhetoric Appeals	Ethos	Pathos	Logos	Total
No. of Elements	126	177	64	367
Percentage	34.33%	48.23%	17.44%	100%

Based on table 7, the text on the digital posters were grouped into three forms of Aristotle Rhetoric Appeals. Through textual analysis, a total of 367 elements containing the persuasive appeals were found in the posters. Based on table 8, of the 367 elements found, the appeals to pathos marks the highest in usage in the posters which are 177 texts, equivalent to 48.23%. It is then followed by the appeals to ethos, which contains 126 texts and emblems, equivalent to 34.33%. The least used persuasive element is the appeal to logos, which only consists of 64 phrases, equivalent to 17.44%. Overall, the appeals to pathos is highly favoured over the appeals to ethos and logos.

Next, the findings will report the ways the rhetorical appeals are used in the environmental posters with examples. From the analysis of the posters, it was found that the rhetorical appeals manifests in different ways, some involving visual images while others in the form of phrases. In an appeal to pathos, the posters approached phrases containing negative emotions; ones that induces fear and sadness or empathy. There were also some that appear as threats. Following are the excerpts collected from the posters with pathos that induces fear and empathy or sadness:

Excerpts 1 – 6:

1. Don't let plastic bags and polystyrene **haunt** you forever. (G1)
2. Please don't simply **dump us away**... (G6)
3. Let's think **about their second life**. (G7)

4. Speak for the ones **without a voice**. (NG9)
5. The pride of Malaysia is **fading** (NG10)
6. Straws pollute the earth, **destroy** the ocean, and **injure** sea animals (NG22)
7. A fine of RM20, 000.00 and imprisonment for 3 years. (G12)
8. Penalty! (G13)

Excerpts 1 and 6 illustrates the appeal to pathos by inducing fear of the consequences in harming the environment. Most of these forms of fear appeared as verbs with a negative connotation, like *haunt*, *destroy* and *injure* as seen in the phrases. From excerpts 2 to 5, the appeal to pathos is illustrated as forms of empathy and sadness. The phrases involve the feeling of being sorry for the helpless environment which shows an empathetic connection with it as with the expressions like “please don’t”, “speak for”, and “pride ... fading”. There were also appeals to pathos in the forms of threats. Excerpts 7 and 8 demonstrates a technique which threatens the audience if they do not comply to the warnings given. This was given in words like “Penalty” or fines and imprisonments.

The forms of pathos do not just appear negatively. In fact, most of the time the phrases are used in a positive way through encouragement and togetherness. Following are the excerpts collected from the posters with pathos used positively:

Excerpts 9 – 15:

9. Selamatkan planet kita, katakan tak nak straw (NG 20)
10. Help save lives with just one signature (NG24)
11. **Join** the Movement! (NG25)
12. **Together** we keep the environment clean (G13)
13. **Bersama** menyokong usaha meningkatkan kualiti alam sekitar (G11)

14. **Take the #Bebasplastik pledge** with 20,000 Selangor residents at Bebasplastik.my  
(G1)

Excerpts 9 and 10 illustrates the techniques used to show positive encouragements to the audience. The way it is portrayed is by urging the audience to save the planet by avoiding straws or to sign petitions to save lives. The encouragement is usually accompanied by a good cause for the environment like “Selamatkan planet kita” and “Help save lives”. Excerpts 11 to 14 on the other hand, demonstrates a sense of belonging and togetherness towards the audience. The phrases call for the audience to be a part of the campaign to protect and save the environment. This can be seen in the line “Join”, “Together”, “Bersama”, and “Take the #Bebasplastik pledge”.

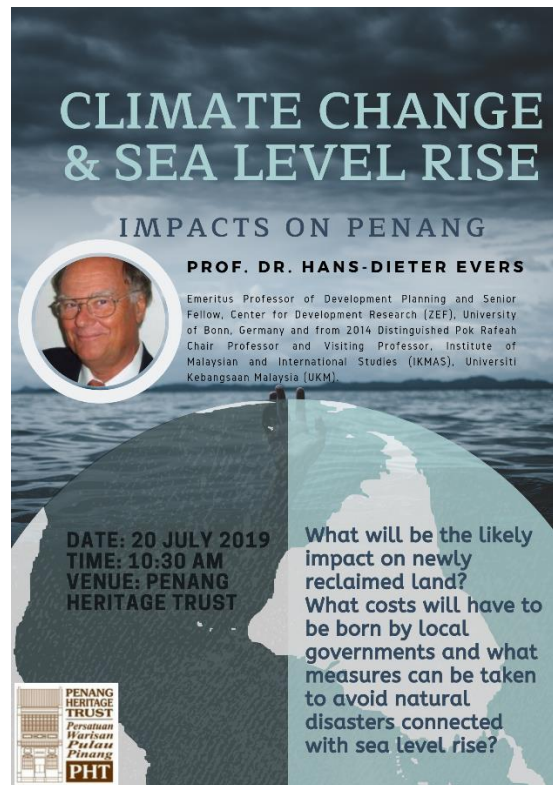
The second most used rhetoric the was found is ethos. Unlike the other appeals, the element that dominates the forms of ethos usually appears as a *Coat of Arms* and *Logos*. Out of the 126 ethos elements, 67 elements, equivalent to 53.17%, are found to appear as visual forms. The images are usually displayed as the organization’s logo or emblem, or even the Coat of Arms of various government ministries. The rest of the appeals to ethos appear in the form of texts like the organization’s names or the respective government ministries that produces the posters. Below are the examples of the appearance of the symbols in the environmental posters. Usually both the logos and the organization’s name will appear together, and hardly only one or the other.



Figure 6. #BebasPlastik poster by the Selangor State Government



Figure 7. Tak Nak Straw poster by the Penang State Government



*Figure 8.* Climate Change poster by Penang Heritage Trust

Figure 4 shows an example of environmental poster from Selangor. At the bottom, both the name of the organization and the Coat of Arms appear together. The Selangor's State Coat of Arms appears together with the Campaign's logo and the organization's name "Standing Committee for Tourism, Environment, Green Technology and Consumer Affairs". Sometimes, the posters may also just appear with in either the logos or the name. In Figure 5, only the campaign logos, Penang's State Coat of Arms, and the Municipal Councils emblems appear at the bottom of the posters. It did not appear in textual forms. The analysis also show that some posters may appeal to ethos with the use of authoritative figures, such as academicians or politicians. In Figure 6, the poster by a non-government organization has included the name and picture of a university professor. Accompanying the name are the professor's credibility written in detail.

Finally, the least form of appeals that appear in the posters is logos. Logos manifests itself in facts about the environment, mostly describing the lifespan of harmful products like plastics, or statistics of depleting floras and faunas. Logos in the posters can also appear in the form of historical or scientific facts about waste products. This can be seen in the following excerpts:

Excerpts 15 -

15. Suku Orang Asal Temuan telah bertempat di Hutan Simpan Kuala Langat Utara sejak **1886**. (NG8)
16. Malaysia's Belum-Temengor is over **130 million years old**, making it older than the Amazon. (NG11)
17. Take up to **1000 years** to decompose! (NG16)
18. Beg plastic mengambil **masa 100 – 500 tahun** untuk dilupuskan secara semula jadi. (G37)
19. Bahan Kimia yang dibebaskan semasa pembuatan dan penggunaan bekas polistirena membahayakan kesihatan dan alam sekitar. (G17)
20. Under Section 30(A)(a) of The Natural Resources and Environment Ordinance [*Cap.84 (1958Ed.)*] (G14)

From excerpts 15 to 19, the logos appear heavily by the usage of figures and statistics. Analysis showed that many logos in the posters tend to use facts and figures to persuade such as “130 million years old”, “1000 years” and so forth. There are also times where scientific explanations of the production of plastics were stated, as seen in excerpt 19. Scientific words like “polistirena” (polystyrene) were used in accompaniment. On other occasions, the posters will also include Acts and Ordinances of the Law to persuade, as seen in excerpt 20.

Overall, it was found that pathos is used the most in the posters and could appear both positively and negatively. Ethos on the other hand, appears mostly in the form of visuals such as emblems and Coat of Arms. Finally, the appeals to logos is used the least, and would usually incorporate statistical figures and scientific explanations. Sometimes the logos will appear in the form of laws.

#### 4.3 Relationship between the Rhetoric Appeals and Visual Designs

Table 8

*Frequency of rhetoric appeals used in relation to the visual designs*

Visual Designs	Frequency of Ethos Used	Frequency of Logos Used	Frequency of Pathos Used	Total
Narrative Design	36.67% (66)	13.33% (24)	50% (90)	100% (180)
Conceptual Design	32.09% (60)	21.39% (40)	46.25% (87)	100% (187)

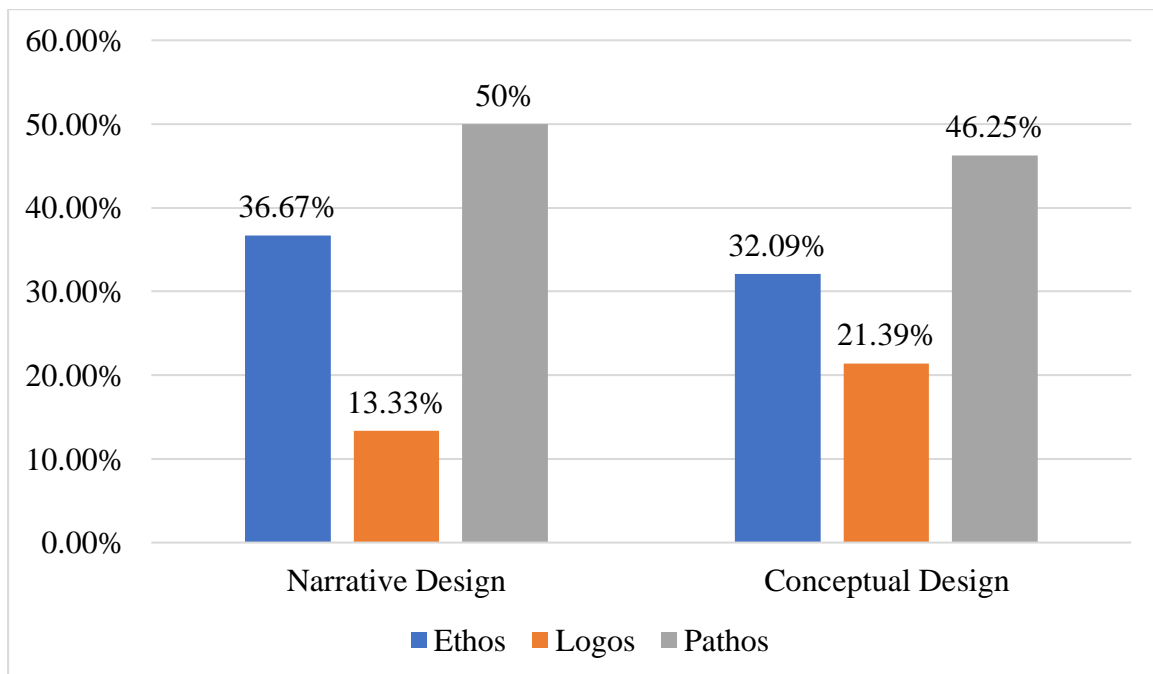


Figure 9. Percentage of the Rhetoric Appeals in Relation to the Visual Designs

Table 8 and Figure 9 displays the relationship between the usage of rhetoric appeals in their respective visual designs. In narrative designs, a total of 180 elements were found to contain rhetoric appeals, while a total of 187 elements were found in conceptual designs. Generally, the elements of pathos (appeals to emotions) are used the most in both conceptual and narrative designs. Of the 180 elements in narrative designs, 66 elements were found to be emotional based, equivalent to 50%. Similarly, from the 187 elements in conceptual designs, 87 elements are also appealing to emotions, equivalent to 46.25%. Both designs have almost half their elements dominated by appeals to pathos, though it appears slightly lesser in conceptual designs as compared to narrative designs. It was also found that logos is used the least in both narrative and conceptual designs, each with 24 elements (13.33%) and 40 elements (21.39%) respectively.

#### 4.4 Comparison between Governmental Posters and Non-Governmental Posters

Table 9

*Frequencies of government and non-government posters in relation to visual designs*

<b>Visual Designs</b>	<b>Government Posters</b>	<b>Non-Government Posters</b>	<b>Total</b>
<b>Narrative Design</b>	54.35% (25)	33.33 % (10)	100% (35)
<b>Conceptual Design</b>	45.65% (21)	66.67% (20)	100% (41)

Table 10

*Frequencies of rhetoric appeals in relation to government and non-government posters*

<b>Posters from the organization</b>	<b>Frequency of Ethos Used</b>	<b>Frequency of Logos Used</b>	<b>Frequency of Pathos Used</b>	<b>Total</b>
<b>Government</b>	40% (101)	16% (39)	44% (110)	100% (250)
<b>Non-Government</b>	21.37% (25)	21.37% (25)	57.26% (67)	100% (117)



Table 9 shows the findings of the approach of government and non-government posters in terms of visual designs. It is indicated that both parties approached the posters differently. Governmental posters tend to approach the narrative process more with 54.35% (25 posters), whereas non-governmental posters favour the conceptual process with 66.67% (20 posters). In the case of a narrative design, both government and non-governmental posters prefer the use of a negative narration as much negative portrayal forms are used in the designs. Similarly, both government and non-government posters prefer a clean and green background for a conceptual design.

In terms of rhetoric appeals from table 10, both government and non-government posters prefer the use of pathos elements. Posters made by both government and non-government marks pathos as their highest usage with 44% and 57.26% respectively. However, government posters are found to contain more ethos elements as compared to non-governmental posters, 40% and 21.37% respectively. In non-governmental posters, both ethos and logos are used at the same ratio with 21.37% each, whereas in government posters, logos is the least used appeal, 16%.

#### **4.5 Discussion**

The findings of this study on rhetorical appeals in online Malaysian environmental posters gave rise to three points of discussion. Firstly, the types of narrative designs and the forms of its portrayal contributes significantly to a persuasive discourse. As the results show, when it comes to narrative designs, more negative narrations were used. This means that the overall design of a narrative process would incorporate a negative portrayal or atmosphere. This could be seen in the illustrations of “ghostly plastic bags”, “war against plastic bags”, and “the deaths of animals due to pollution”. Taufik and Venhoeven (2018), states that people who are experiencing certain emotions towards environmental behaviour will influence their choice on

engaging towards that behaviour. Which means, the emotions a person is feeling contributes to their choice and actions towards accepting a pro-environmental support. In this case, a negative emotion may give rise to fears which will then affect their choices in helping the environment. In fact, research has shown that there is a significance between negative emotions and pro-environmental coping behaviour (Hartmann et al., 2014). The study by Hartmann et al. (2014), addressed an emotional fear response towards pro-environmental intentions by collecting a survey in Australia and the results proves that the two factors are highly correlated. This is in line with findings of this research as it means that negative narrations will induce negative emotions. The fear of losing the environment will in turn persuade one to be more environmentally friendly.

On the contrary, conceptual designs tend to use more positive background than negative ones. This is because, of the fundamental characteristics of conceptual designs which involves static and passive elements. The choice for a bright and cheerful background is needed in conceptual designs to draw the attention of readers to the poster and due to the main focus of conceptual designs, which are aimed towards the information rather than on its graphics. This suggests that conceptual designs are best to be bright and clean. Teo (2004) explained that, colours and vectors collaborate to produce a vivid image which does not only draw readers to the poster but also encourage them to buy into it. This shows that colours does not only play a role in providing the overall aesthetics but more importantly, it receives the attention of readers and then persuades them with the information.

This brings the discussion to the second point, the frequency of the rhetoric appeals used in environmental posters. Likewise, the results of the second objective showed that pathos is the most used form of appeal, followed by ethos and logos. The results of many studies across various discourse has also suggested that pathos is the most used form of appeal (Hamzah et al., 2019; Platonova, 2015; Ting, 2018). The reason for the high percentage

constitutes the fact that pathos is the most effective in persuasion techniques (Bilandzic & Busselle, 2013; Wang, 2010). A study by Wang (2010), showed that through a shift in rhetoric choice from ethos to pathos of a conference speech, it is able to persuade the public better into accepting the speaker's message. This suggests the reasons of the approach in emotional appeals displayed in the environmental posters. As for the choice for logos, the findings of this study, showed a huge difference between the other rhetoric counterparts. According to Wang (2010), the use of specific jargons and terms would disinterest readers as it would disrupt the communication and comprehension process in readers. This is indicated by the low use of logos in environmental posters.

The forms of ethos in the posters exists mainly in Coat of Arms, emblems, and logos. A study conducted by Ibrahim et al. (2019) explained that logos and emblems can exert the credibility of the discourse. This is because, it can show the public that an important message is coming from an authoritative source (Ting & Jerome, 2017). The logos and coat of arms that were used will show a form of authority which helps establish the legitimacy of the information in the posters created. In this case, most posters contain logos and emblems of the company, organization, or the government ministries. In fact, the visual forms are more persuasive than the ones in text (Lazard & Atkinson, 2014). Nicholas (1981), also mentioned that these forms of images are signs of a social representation. Which explains the preferences of exerting ethos in forms of coat of arms, emblems and logos rather than writing the name of the organization down.

Finally, the third point discusses on the relationship between the choice of rhetoric appeals and its context. In relation to the two factors, the findings reveal no difference in approach by conceptual and narrative designs. Both designs were found to incorporate mostly pathos as compared to other appeals. Which means that the choice of rhetoric appeals is not necessarily influenced by the choice of visual designs or vice versa. However, studies have

shown that a context with narratives work better in persuasion than those without (Bilandzic & Busselle, 2013). This is because, audiences do not just receive the narratives passively, but rather create their version of the story and experience the narration itself (Oatley, 2002). Appel and Ritcher (2010) has also found that the pair of narrative designs with the emotional element (pathos) is the most prototypical way to persuade. With the help of emotions and the narrations experienced by the audience, the ability to create something relatable and most importantly an understanding of the cause makes better persuasion the audience into becoming more pro-environmental. Thus, the exerting force of the combination between narration and emotion. The results are in line with the study by Appeal and Richer (2010), where the use of a narrative design in this research contains mostly pathos as discussed earlier. In the case of governmental and non-governmental context, the findings of this study have also indicated that pathos is the main form of appeal and showed no difference in both discourses. Though, ethos in the context of governmental organization displayed more ethos than the ones of non-governmental organization. This is due to the need to exert credibility and authority of the information provided.

## **CHAPTER 5**

### **CONCLUSION AND RECOMMENDATIONS**

#### **5.0 Summary**

This study aims to investigate the rhetorical appeals in online Malaysian environmental posters.

The objectives of this research were achieved by the researcher which are:

1. To identify the visual designs of the environmental posters.
2. To find out how appeals to logos, pathos, and ethos are used in environmental posters.
3. To find out if a particular appeal is often used with a particular visual design.
4. To compare between government and non-government environmental posters in terms of visual designs and the use of rhetoric appeals.

To achieve the desired objectives, the researcher has approached the study through a qualitative design which involves textual analysis. A textual analysis was carried to study the phenomenal use of rhetoric on online environmental posters in a Malaysian context. The framework used in the approach were the Aristotle's Rhetorical Appeals to study the persuasive texts in the poster, and the Multimodality Theory of Kress and Van Leeuwen for the visual designs. A total of 76 posters were collected from governmental and non-governmental organizations for analysis.

In objective 1, it was found that a conceptual design is used more than a narrative design in environmental communication, 41 posters (53.95%) and 35 posters (46.05%) respectively. Conceptual designs are also usually paired with a positive portrayal as it draws the attention of readers to the information of the texts better than a negative one. For narrative designs, it is commonly paired with a negative portrayal which involves a narration which induces negative emotions as it persuades one better to be more pro-environment. In objective 2, a total of 367 elements were found to contain the rhetoric appeals. The highest appeal that exists were the

elements that appeals to pathos, with 177 elements (48.23%), followed by ethos, with 126 elements (34.33%) and the least persuasive element used is logos, with 64 elements (17.44%). Pathos is found at the highest quantity of which is the most effective persuasion techniques while persuasive appeal logos is used the least as it disrupts the communication and comprehension process of readers due to specific jargons. For objective 3, the relationship between the choice of rhetoric appeals and visual designs showed no difference as both visual designs approach the pathos appeal. However, studies show that a narrative design paired with pathos is more effective than a conceptual one. In fact, a narrative design with a negative portrayal induces more pro-environmental behaviour. Lastly for objective 4, in comparing the designs between government and non-government posters, government organizations tend to use more ethos in forms of images (Coat of arms, emblems and logos) than non-government ones as to exert authority and legitimacy of their information provided.

Overall, this study revealed that pathos is a highly persuasive form of rhetoric that is used in many techniques. Past studies have also supported this as many have shown that an audience will tend to be persuaded more when emotions are involved. This study however showed that regardless of the context in terms of visual designs or the organization, pathos will still be the dominant form of rhetoric, though past studies suggests that a combination between a narrative design and a negative emotion works better towards pro-environment behaviours.

## **5.1 Implications of the Study**

The findings obtained from this study hopes to contribute to any organizations planning to create posters that deals with the environment. The need to produce persuasive posters to educate the public of environmental issues such as climate change is important. This study will enlighten the methods or ways rhetoric appeals are used in correspondence to the visual designs in environmental communication. This also helps graphic designers apply similar concept by

combining the forms of visual designs with the rhetoric appeals strategically for a more persuasive approach. It is also hoped that the findings of this study will contribute to the clarity of rhetoric in environmental communication as not many studies of Aristotle's rhetoric were conducted in this field, particularly with the combination of rhetoric and the visual designs. Lastly, the methods and findings of this study, could also be applied to other studies regarding visual designs and rhetoric and is not limited to environmental communication.

### **5.3 Directions for Further Research**

The researcher suggests that further research be carried out on environmental posters by using the other two parts in the multimodal discourse framework to analyse the posters. The researcher has only employed one part of the framework. As the objectives of this study requires to look at the overall visual designs, specific details in the posters were not analysed by the researcher. This may yield important or different results as the small details may pose a significant contribution to the data pool of the study which was not delve into. In addition, the researcher also suggests looking into researching semiotics of environmental posters as it may also contribute to a different result. The analysis of semiotics in this research is low as it only involves logo and emblems and will potentially add to the additional knowledge on the relationship between visual and linguistic analysis which could help improve the persuasive designs. Moreover, the study only researched on Malay and English posters from Malaysia. The researcher suggests conducting a similar study on other countries or languages which could help widen the area of analysis, revealing more interesting findings.

## REFERENCES

- Appeal, M., & Ritcher T. (2010). Transportation and need for affect in narrative persuasion: A mediated moderation model. *Media Psychology*, 13(2), 101-135.
- Balasegram, M. (2019, January 27). Human writes: Malaysia rated one of the world's worst for plastic pollution. *The Star Online*. Retrieved from: <https://thestar.com.my/>
- Bilandzic, H., & Busselle, R. (2013). Narrative persuasion. *The Sage Handbook of Persuasion: Developments in Theory and Practice*, 2, 200-219.
- Flor, A. G. (2004). *Environmental communication: Principles, approaches and strategies of communication applied to environmental management*. Quezon City: UP Open University.
- Gardner, R., & Luchtenberg, S. (2000). Reference, image, text in German and Australian advertising posters. *Journal of Pragmatics*, 32(12), 1807-1821.
- Ghaisas, S., Sainani, A., Anish, P. R., Surivanarayanan, R., & Rajaram, P. (2017). Ethos, pathos, and logos to prevent sexual harassment at workplaces – A regulatory solution based on operant conditioning. In *Proceedings of the 39<sup>th</sup> International Conference of Software Engineering Companion* (pp. 222-224). IEEE Press.
- Haiderm G. (2014). Analysis of Malala Yousaf Zai's speech: Application of Aristotle's ethos, pathos and logos. *International Journal of English and Education*, 3(1), 105-119.
- Hamzah, I. F. A., Mohammad Johan, N. I., & Rahmat, N. H. (2019). Ethos, pathos, logos: The versatility of a hijab video advertisement. *European Journal of Literature, Language and Linguistics Studies*, 3(3), 82-99.
- Hartmann, P., Apaolaza, V., D'Souza, C., Barrutia, J. M., Echebarria, C. (2014). Environmental treat appeals in green advertising. *International Journal of Advertising*, 33(4), 741-765.



- Ibrahim, R. A., Mohd Wadzir, S. A., Saufi, A., & Hanim Rahmat, N. H. (2019). "Mekdi" scary delivery ads: The analysis of rhetorical elements. *European Journal of Literature, Language and Linguistics Studies*, 3(3), 61-81.
- Kress, G., & Van Leeuwen, T. (2006). *Reading images: The grammar of visual design*. London, Routledge.
- Lazard, A. & Atkinson, L. (2015). Putting environmental infographics center stage: The role of visuals at the elaboration likelihood model's critical point of persuasion. *Science Communication*, 37(1), 6-33.
- Ly, H. T., & Jung, C. K. (2015). Multimodal discourse: A visual design analysis of two advertising images. *International Journal of Contents*, 11(1), 50-56.
- McCormack, K. C. (2014). Ethos, pathos and logos: The benefits of Aristotelian Rhetoric in the courtroom. *Washington University Jurisprudence Review*, 7(1), 131-155.
- Mshvenieradze, T. (2013). Logos ethos and pathos in political discourse. *Theory and Practice in Language Studies*, 3(11), 1939-1945.
- Mulholland, J. (1994). *Handbook of persuasive tactics. A practical language guide*. London, Routledge.
- Oatley, K. (2002). Emotions and the story worlds of fiction. In M. C. Green, J. J. Strange, & T. C. Brock (Eds.), *Narrative impact: Social and cognitive foundations* (pp. 36-69). Mahwah, NJ: Erlbaum.
- Patton, Q. M. (2005). Qualitative research. In *Encyclopaedia of Statistics in Behavioral Science* (Vol. 3, pp. 1633-1636).
- Platonova, M. (2015). Applying emotive rhetorical strategy to environment communication in English and Latvian. *Procedia-Social and Behavioral Sciences*, 236, 107-133.

- Rapp, C. (2010, February 1). *Aristotle's Rhetoric*. Retrieved from: <https://standford.library.sydney.edu.au/archives/win2011/entries/aristotle-rhetoric/#purpose>.
- Rife, M. C. (2010). Ethos, pathos, logos, Kairos: Using a rhetorical heuristic to mediate digital survey recruitment strategies. *IEEE Transactions on Professional Communication*, 53(3), 260-277.
- Rizka, E. M. A. (2016). *Persuasive techniques used in Nike advertisement*. (Unpublished degree thesis). Maulana Malik Ibrahim State University of Malang, East Java, Indonesia.
- Rizki, I., Usman B., Abdul Samad, I., Muslem, A., & Mahmud, M. (2019). Rhetorical pattern of political advertisement in Aceh. *Studies in English Language and Education* 6(2), 212-227.
- Schiappa, E. (1999). *The beginnings of rhetorical theory in classical Greece*. New Haven, CT: Yale University Press.
- Simons, H. W., Morraele, J., Gronbeck, B. (2017). *Persuasion in society*. London: Routledge.
- Taufik, D., & Venhoeven, L. (2018). Emotions and pro-environmental behaviour. In L. Steg & M. de Groot (Eds.), *Environmental Psychology*. Oxford, England: Wiley-Blackwell.
- Teo, P. (2004). Ideological dissonances in Singapore's national campaign posters: A semiotic deconstruction. *Visual Communication*, 3(2), 189-212.
- Ting, S. H. & Jerome, C. (2017). Framing of disease risk messages in airport banners. *International Journal of Law, Government and Communication*, 2(6), 63-75.
- Ting, S. H. (2018). Ethos, logos and pathos in university student's informal requests, *GEMA Online ® Journal of Language Studies*, 18(1), 234-251.
- Tom, G., & Eves, A. (1999). The use of rhetorical devices in advertising. *Journal of Advertising Research*, 39(4), 39-43.

- Toppano, E., & Toppano, A. (2014). Ethos in sound design for brand advertisement. In *Proceedings of the 40<sup>th</sup> International Computer Music Conference* (pp. 1685-1962). Michigan Publishing.
- Waeraas, A., & Ihlen, O. (2009). Green legitimation: The construction of an environmental ethos. *International Journal of Organization Analysis*, 17(2), 84-102.
- Wang, X. (2016). Appeals to ethos and pathos in post-crisis communication: A case study of press conferences handling Tianjin Blasts. *International Journal of English Linguistics*, 6(1), 100-109.
- Wasintapa, P., & Vongthong, S. (2019). A visual and linguistic analysis of tourism authority of Thailand's posters. *Journal of Human Sciences*, 20(1), 41-85.
- Zainuddin, A. (2019, August 5). States given power to monitor environmental issues. *The Malaysian Reserve*. Retrieved from: <https://themalaysianreserve.com/>
- Zavis, A., Megerian, C., & Yardley, W. (2015). Nearly 200 nations join together to fight climate change in historic Paris agreement. *Los Angeles Times*. Retrieved from: <https://latimes.com/>

## APPENDIX 1 – RHETORICAL ANALYSIS ON ENVIRONMENTAL POSTERS

Table 11

*Analysis of Rhetoric Elements in Government Posters*

Code	Types of Appeals	Texts and Logos	Frequency
G1	Ethos	<ul style="list-style-type: none"> <li>- Standing Committee for Tourism, Environment, Green Technology and Consumer Affairs.</li> <li>- Selangor State Coat of Arms</li> </ul>	2
	Logos	<ul style="list-style-type: none"> <li>- Up to 1000 years: That's how long it takes for ONE plastic bag to decay into the earth!</li> <li>- What's worse polystyrene doesn't biodegrade at all!</li> </ul>	2
	Pathos	<ul style="list-style-type: none"> <li>- Don't let plastic bags and polystyrene haunt you forever.</li> <li>- Take the #Bebasplastik pledge with 20,000 Selangor residents at Bebasplastik.my</li> </ul>	2
G2	Ethos	<ul style="list-style-type: none"> <li>- Bahagian Perkhidmatan Farmasi Kementeerian Kesihatan Malaysia</li> <li>- Malaysian Coat of Arms</li> </ul>	2
	Logos		0
	Pathos	<ul style="list-style-type: none"> <li>- Bersama menjaga bumi kita</li> <li>- Kerjasama anda amat dihargai</li> </ul>	2
G3	Ethos	<ul style="list-style-type: none"> <li>- Penang State Government Coat of Arms</li> <li>- Penang Island City Council Coat of Arms</li> <li>- Seberang Perai Municipal Council Coat of Arms</li> <li>- Penang Green Council Logo</li> </ul>	4
	Logos	<ul style="list-style-type: none"> <li>- Plastic straws take up to 200 years to decompose.</li> </ul>	2

		- Malaysia is ranked as 8 <sup>th</sup> among the top 10 countries with mismanaged plastic waste in the world	
	Pathos	- The use of straw is harmful to marine life and the environment.	1
G4	Ethos	- Jabatan Pengurusan Alam Sekitar - Majlis Perbandaran Subang Jaya - Subang Jaya Municipal Council Coat of Arms	3
	Logos		0
	Pathos	- 5R Tanggungjawab Kita!	1
G5	Ethos	- Standing Committee for Tourism, Environment, Green Technology and Consumer Affairs - Selangor State Coat of Arms	2
	Logos		0
	Pathos	- Remember, single-use plastic bags and polystyrene containers will no longer be free at all retailers!	1
G6	Ethos	- Technical Cooperation Project on Development of Mechanism for Household E-waste Management in Malaysia. - Jabatan Alam Sekitar Malaysia Logo	2
	Logos		0
	Pathos	- Please Don't Simply Dump Us!!! - Let us tell you some story about our life. - Don't simply dump us away... - I entertained you for 8 years - I washed your clothes for 12 years - I helped you connect with your family - I kept your room cool for 10 years	10

		<ul style="list-style-type: none"> <li>- I helped your work</li> <li>- Thank you for helping us for long time... What can we do for you now?</li> <li>- Let's think about their second life.</li> </ul>	
G7	Ethos	<ul style="list-style-type: none"> <li>- Jabatan Alam Sekitar Malaysia</li> <li>- Jabatan Alam Sekitar Malaysia Logo</li> </ul>	2
	Logos		0
	Pathos	<ul style="list-style-type: none"> <li>- Pemuliharaan Alam Sekitar, Tanggungjawab Bersama</li> </ul>	1
G8	Ethos	<ul style="list-style-type: none"> <li>- Kuala Lumpur City Hall Coat of Arms</li> </ul>	1
	Logos		0
	Pathos	<ul style="list-style-type: none"> <li>- #SayangiKualaLumpur</li> <li>- #WeLoveKualaLumpur</li> <li>- #KLKitaPunya</li> <li>- #PeopleMakeKL</li> <li>- #WhilayahPeduliHarapanDipenuhi</li> </ul>	5
G9	Ethos		0
	Logos		0
	Pathos		0
G10	Ethos	<ul style="list-style-type: none"> <li>- Kedah State Coat of Arms</li> </ul>	1
	Logos	<ul style="list-style-type: none"> <li>- Bungkus Makanan Tanpa Polistirena</li> <li>- Guna pembungkus makanan yang lebih mesra alam (biodegradable)</li> </ul>	2
	Pathos	<ul style="list-style-type: none"> <li>- Tidak diberi melainkan diminta</li> </ul>	1

G11	Ethos	- Kemaman Municipal Council Coat of Arms	1
	Logos		0
	Pathos	- Bersama menyokong usaha meningkatkan kualiti alam sekitar - Bersama membudayakan amalan hidup hijau	2
G12	Ethos	- Sarawak State Coat of Arms - Lembaga Sumber Asli dan Alam Sekitar Sarawak Logo - Natural Resources and Environment Board (NREB) Sarawak - Lembaga Sumber Asli dan Alam Sekitar Sarawak	4
	Logos	- Under Section 30(1)(b) of The Natural Resources and Environment Ordinance [ <i>Cap.84 (1958Ed.)</i> ] - Mengikut Seksyen 30(1)(b) Ordinan Sumber Asli dan Alam Sekitar [ <i>Bab 84 (1958 Ed.)</i> ]	2
	Pathos	- Stop illegal dumping of wastes - Hentikan pembuangan sampah secara haram - Together we keep our environment clean - Kebersihan alam sekitar tanggungjawab kita Bersama - A fine of RM20, 000.00 and imprisonment for 3 years - Denda sebanyak RM20, 000.00 dan 3 tahun penjara - Penalty - Hukuman - Warning: Illegal dumping of wastes will create adverse effects to our environment - Amaran: Pembuangan sampah secara haram akan memberi kesan yang buruk kepada alam sekitar kita.	10
G13	Ethos	- Sarawak State Coat of Arms - Lembaga Sumber Asli dan Alam Sekitar Sarawak Logo - Natural Resources and Environment Board (NREB) Sarawak	4

		<ul style="list-style-type: none"> <li>- Lembaga Sumber Asli dan Alam Sekitar Sarawak</li> </ul>	
	Logos	<ul style="list-style-type: none"> <li>- Under Section 30(1)(a) of The Natural Resources and Environment Ordinance [<i>Cap.84 (1958Ed.)</i>]</li> <li>- Mengikut Seksyen 30(1)(a) Ordinan Sumber Asli dan Alam Sekitar [<i>Bab 84 (1958 Ed.)</i>]</li> <li>- Under Section 30(2) of The Natural Resources and Environment Ordinance [<i>Cap.84 (1958Ed.)</i>]</li> <li>- Mengikut Seksyen 30(2) Ordinan Sumber Asli dan Alam Sekitar [<i>Bap 84 (1958 Ed.)</i>]</li> </ul>	4
	Pathos	<ul style="list-style-type: none"> <li>- Stop open burning</li> <li>- Hentikan pembakaran terbuka</li> <li>- Warning: Smoke from open burning is bad for our health</li> <li>- Amaran: Asap dari pembakaran terbuka menjejaskan kesihatan kita</li> <li>- Penalty</li> <li>- Hukuman</li> <li>- A fine of RM20, 000.00 and imprisonment for 3 years.</li> <li>- Denda sebanyak RM20, 000.00 dan 3 tahun penjara.</li> <li>- A fine of RM30, 000.00 and imprisonment for 3 years.</li> <li>- Denda sebanyak RM30, 000.00 dan 3 tahun penjara.</li> <li>- Together We Keep Our Environment Clean</li> <li>- Kebersihan Alam Sekitar Tanggungjawab Kita Bersama</li> </ul>	12
G14	Ethos	<ul style="list-style-type: none"> <li>- Sarawak State Coat of Arms</li> <li>- Lembaga Sumber Asli dan Alam Sekitar Sarawak Logo</li> <li>- Natural Resources and Environment Board (NREB) Sarawak</li> <li>- Lembaga Sumber Asli dan Alam Sekitar Sarawak</li> </ul>	4



	Logos	<ul style="list-style-type: none"> <li>- Under Section 30(A)(a) of The Natural Resources and Environment Ordinance [<i>Cap.84 (1958Ed.)</i>]</li> <li>- Mengikut Seksyen 30A(a) Ordinan Sumber Asli dan Alam Sekitar [<i>Bap 84 (1958 Ed.)</i>]</li> </ul>	2
	Pathos	<ul style="list-style-type: none"> <li>- Stop polluting our rivers</li> <li>- Hentikan pencemaran sungai kita</li> <li>- Warning: Polluted water is harmful to our health</li> <li>- Amaran: Air yang tercemar membahayakan kesihatan kita.</li> <li>- Penalty</li> <li>- Hukuman</li> <li>- A fine of RM50, 000.00 and imprisonment for 5 years.</li> <li>- Denda sebanyak RM50, 000.00 dan 5 tahun penjara.</li> <li>- Together We Keep Our Environment Clean</li> <li>- Kebersihan Alam Sekitar Tanggungjawab Kita Bersama</li> </ul>	10
G15	Ethos	<ul style="list-style-type: none"> <li>- Majlis Perbandaran Bentong</li> </ul>	1
	Logos		0
	Pathos	<ul style="list-style-type: none"> <li>- #BermulaDenganSaya</li> <li>- Bersama-sama menyokong usaha kerajaan negeri dalam meningkatkan kualiti alam sekitar</li> </ul>	2
G16	Ethos	<ul style="list-style-type: none"> <li>- Malaysia Coat of Arms</li> <li>- Kementerian Kesejahteraan Bandar, Perumahan dan Kerajaan Tempatan Logo</li> <li>- Jabatan Pengurusan Sisa Pepejal Negara Logo</li> <li>- Kementerian Kesejahteraan Bandar, Perumahan dan Kerajaan Tempatan</li> </ul>	4
	Logos	<ul style="list-style-type: none"> <li>- Berkuatkuasa di negeri-negeri yang menerima pakai Akta Pengurusan Sisa Pepejal dan Pembersihan Awam 2007 (Akta</li> </ul>	2

		672): Kuala Lumpur, Putrajaya, Johor, Melaka, Negeri Sembilan, Pahang, Kedah dan Perlis - Merupakan satu kesalahan di bawah Akta Pengurusan Sisa Pepejal dan Pembersihan Awam (Akta 672) jika tidak mengasingkan sisa	
	Pathos	- Asingkan Demi Masa Depan Anak-Anak Kita - Mulai 1 September 2015 semua premis diwajibkan mengasingkan sisa pepejal.	2
G17	Ethos	- Selayang Municipal Council Logo - Selangor State Coat of Arms - Jawatankuasa Tetap Pelancongan, Alam Sekitar, Teknologi Hijau dan Hal Ehwal Pengguna	3
	Logos	- Bahan Kimia yang dibebaskan semasa pembuatan dan penggunaan bekas polistirena membahayakan kesihatan dan alam sekitar	1
	Pathos	- Jangan biarkan polistirena menghantui kita! - Ambil ikrar #Bebasplastik Bersama 20,000 rakyat Selangor di bebasplastik.my	2
G18	Ethos	- Kelantan State Coat of Arms - YB. Haji Tuan Mohd Sar.... Bin Tuan Ismail	2
	Logos		0
	Pathos		0
G19	Ethos	- Majlis Daerah Kuala Selangor - Jabatan Kesihatan dan Persekitaran	2
	Logos		0
	Pathos	- Ayuh!! Sama-sama kita memelihara alam sekitar daerah kita dengan 4 langkah di atas - RM1 akan dibayar setiap liter minyak masak terpakai	2

G20	Ethos	<ul style="list-style-type: none"> <li>- Jabatan Alam Sekitar Malaysia Logo</li> <li>- Technical Cooperation Project on Development of Mechanism for Household E-Waste Management in Malaysia</li> <li>- Japan International Cooperation Agency</li> </ul>	3
	Logos	<ul style="list-style-type: none"> <li>- Air, water, and soil contamination by hazardous substances.</li> <li>- Climate change, global warming and ozone layer depletion.</li> </ul>	2
	Pathos		0
G21	Ethos	<ul style="list-style-type: none"> <li>- Selangor State Coat of Arms</li> <li>- Jawatankuasa Tetap Hal Ehwal Pengguna Negeri Selangor</li> </ul>	2
	Logos		0
	Pathos	<ul style="list-style-type: none"> <li>- Peliharlah alam sekitar hari ini demi kesejahteraan masa depan!</li> <li>- Sesiapa yang masih ingin memohon beg plastic akan dikenakan bayaran 20 sen sehelai.</li> </ul>	2
G22	Ethos	<ul style="list-style-type: none"> <li>- Kementerian Air, Tanah dan Sumber Asli</li> <li>- Malaysia Coat of Arms</li> <li>- International Union for Conservation of Nature (IUCN)</li> </ul>	3
	Logos	<ul style="list-style-type: none"> <li>- Habitat Harimau Malaya adalah di hutan hujan tropika</li> <li>- Tertumpu di Semenanjung Malaysia kecuali Perlis, Pulau Pinang, Melaka dan Wilayah Persekutuan</li> <li>- Nama Saintifik bagi Harimau Malaya ialah Panthera tigris jacksoni</li> <li>- Anak Harimau sudah mula memburu seawal usia 18 bulan.</li> <li>- Diklasifikasikan sebagai sangat terancam</li> <li>- Populasi terkini dianggarkan kurang 200 ekor sahaja.</li> <li>- Belang pada badan harimau adalah unik bagi setiap individu</li> <li>- Keunikan seperti cap jari manusia!</li> </ul>	8

	Pathos	<ul style="list-style-type: none"> <li>- Jom Berkenalan dengan Harimau Malaya</li> <li>- Wow!</li> <li>- Fakta Menarik!</li> <li>- #SelamatkanHarimauMalaya</li> </ul>	4
G23	Ethos	<ul style="list-style-type: none"> <li>- Kementerian Perumahan dan Kerajaan Tempatan Malaysia</li> <li>- Malaysia Coat of Arms</li> </ul>	2
	Logos		0
	Pathos	<ul style="list-style-type: none"> <li>- Jangan Gunalah</li> <li>- Perangi beg plastic</li> </ul>	2
G24	Ethos	<ul style="list-style-type: none"> <li>- Kementerian Perumahan dan Kerajaan Tempatan Malaysia</li> <li>- Malaysia Coat of Arms</li> </ul>	2
	Logos	- Setiap tahun lebih daripada 100,000 penyu & haiwan laut mati akibat beg plastic	1
	Pathos	- Jangan Gunalah	1
G25	Ethos	<ul style="list-style-type: none"> <li>- Kementerian Perumahan dan Kerajaan Tempatan Malaysia</li> <li>- Malaysia Coat of Arms</li> </ul>	2
	Logos	- Beg plastic akan lagi banyak daripada haiwan maritime pada masa akan datang.	1
	Pathos	- Jangan Gunalah	1
G26	Ethos	<ul style="list-style-type: none"> <li>- Kementerian Perumahan dan Kerajaan Tempatan Malaysia</li> <li>- Malaysia Coat of Arms</li> </ul>	3
	Logos		0
	Pathos	<ul style="list-style-type: none"> <li>- Create a brighter future for the earth's children</li> <li>- Jangan Gunalah</li> </ul>	2
G27	Ethos	<ul style="list-style-type: none"> <li>- Kementerian Perumahan dan Kerajaan Tempatan Malaysia</li> <li>- Malaysia Coat of Arms</li> </ul>	2

	Logos		0
	Pathos	<ul style="list-style-type: none"> <li>- Stop Using It.</li> <li>- Environment &amp; Eco System Enemies</li> <li>- Jangan Gunalah</li> </ul>	3
G28	Ethos	<ul style="list-style-type: none"> <li>- Kementerian Perumahan dan Kerajaan Tempatan Malaysia</li> <li>- Malaysia Coat of Arms</li> </ul>	2
	Logos	- One ton of recycled plastic saved 98 million BTU's of Energy	1
	Pathos	- Jangan Gunalah	1
G29	Ethos	<ul style="list-style-type: none"> <li>- Kementerian Perumahan dan Kerajaan Tempatan Malaysia</li> <li>- Malaysia Coat of Arms</li> </ul>	2
	Logos	- More than 9 Million plastic bags saved since 2014 when we use your own bag.	1
	Pathos	- Jangan Gunalah	1
G30	Ethos	<ul style="list-style-type: none"> <li>- Kementerian Perumahan dan Kerajaan Tempatan Malaysia</li> <li>- Malaysia Coat of Arms</li> </ul>	2
	Logos	- Lebih kurang 8 juta tan metrik plastic terkumpul di dalam air	1
	Pathos	- Jangan Gunalah	1
G31	Ethos	<ul style="list-style-type: none"> <li>- Kementerian Perumahan dan Kerajaan Tempatan Malaysia</li> <li>- Malaysia Coat of Arms</li> </ul>	2
	Logos	- 4 Daripada 10 jenis sampah yang banyak dijumpai di lautan adalah beg plastic	1
	Pathos	- Jangan Gunalah	1
G32	Ethos	<ul style="list-style-type: none"> <li>- Kementerian Perumahan dan Kerajaan Tempatan Malaysia</li> <li>- Malaysia Coat of Arms</li> </ul>	2

	Logos	- One ton recycled plastic saved 30 cubic yards of landfill space	1
	Pathos	- Jangan Gunalah	1
G33	Ethos	- Kementerian Perumahan dan Kerajaan Tempatan Malaysia - Malaysia Coat of Arms	2
	Logos		0
	Pathos	- Dunia semakin dipenuhi dengan beg plastik - Jangan Gunalah	2
G34	Ethos	- Kementerian Perumahan dan Kerajaan Tempatan Malaysia - Malaysia Coat of Arms	2
	Logos		0
	Pathos	- Simpan untuk bumi - Jangan Gunalah	2
G35	Ethos	- Kementerian Perumahan dan Kerajaan Tempatan Malaysia - Malaysia Coat of Arms	2
	Logos		0
	Pathos	- Anda mampu selamatkan bumi - Jangan Gunalah	2
G36	Ethos	- Kementerian Perumahan dan Kerajaan Tempatan Malaysia - Malaysia Coat of Arms	2
	Logos		0
	Pathos	- Beg plastic boleh membuat kami sakit tetapi awak membawa keindahan kepada kami. - Cia...cia...cia...!!! - Jangan Gunalah	3

G37	Ethos	- Kementerian Perumahan dan Kerajaan Tempatan Malaysia - Malaysia Coat of Arms	2
	Logos	- Beg plastik mengambil masa 100-500 tahun untuk dilupuskan secara semulajadi	1
	Pathos	- Jangan Gunalah	1
G38	Ethos	- Kementerian Perumahan dan Kerajaan Tempatan Malaysia - Malaysia Coat of Arms	2
	Logos	- 24% daripada 19, 000 tan sisa pepejal di Malaysia adalah plastic.	1
	Pathos	- Jangan Gunalah!!	1
G39	Ethos	- Kementerian Perumahan dan Kerajaan Tempatan Malaysia - Malaysia Coat of Arms	2
	Logos		0
	Pathos	- Selamatkan bumi dari beg plastic untuk generasi akan datang. - Jangan Gunalah!!	2
G40	Ethos	- Kementerian Perumahan dan Kerajaan Tempatan Malaysia - Malaysia Coat of Arms	2
	Logos		0
	Pathos	- Selamatkan bumi dari bebanan beg plastik	1
G41	Ethos	- Kementerian Perumahan dan Kerajaan Tempatan Malaysia - Malaysia Coat of Arms	2
	Logos	-	0
	Pathos	- Jom bawa beg guna semula di semua tempat membeli-belah. - Jangan Gunalah!!	2
G42	Ethos	- Kementerian Perumahan dan Kerajaan Tempatan Malaysia	2

		- Malaysia Coat of Arms	
	Logos	- Plastik yang dibuang setiap tahun cukup untuk mengelilingi dunia sebanyak 4 kali.	1
	Pathos	- Jangan Gunalah!!	1
G43	Ethos	- Kementerian Perumahan dan Kerajaan Tempatan Malaysia - Malaysia Coat of Arms	2
	Logos		0
	Pathos	- Jom Gunakan Saya Kawan-Kawan - Jangan Gunalah!!	2
G44	Ethos	- Kementerian Perumahan dan Kerajaan Tempatan Malaysia - Malaysia Coat of Arms	2
	Logos	- Beg plastic boleh menjejaskan lapisan ozon dan mengakibatkan pencemaran udara	1
	Pathos	- Jangan Gunalah!!	1
G45	Ethos	- Kementerian Perumahan dan Kerajaan Tempatan Malaysia - Malaysia Coat of Arms	2
	Logos		0
	Pathos	- Jangan ingat membeli belah je kak... - Beg guna semula jangan lupa bawa okay - Jangan Gunalah!!	3
G46	Ethos	- Kementerian Perumahan dan Kerajaan Tempatan Malaysia - Malaysia Coat of Arms	2
	Logos	- Sebanyak 500 juta ke 5 trilion beg plastic dihasilkan dan digunakan setiap tahun di seluruh dunia.	1
	Pathos	- Jangan Gunalah!!	1



Table 12

*Analysis of Rhetoric Elements in Non-Governmental Posters*

Code	Types of Appeals	Texts and Logos	Frequency
NG1	Ethos		0
	Logos		0
	Pathos	<ul style="list-style-type: none"> <li>- You do make a difference</li> <li>- Our commitment towards environment responsible organization</li> </ul>	2
NG2	Ethos	<ul style="list-style-type: none"> <li>- Xiamen University Malaysia</li> <li>- Southeast Asia Commercial Association</li> </ul>	2
	Logos		0
	Pathos	<ul style="list-style-type: none"> <li>- Plant your touching stories together with the trees, implant them into the living environment, &amp; let its spread to the people around you!</li> <li>- Let's build a healthy social environment together.</li> </ul>	2
NG3	Ethos		0
	Logos		0
	Pathos	<ul style="list-style-type: none"> <li>- Snowflake green movement for our lovely planet</li> <li>- This campaign is our way to help protect and preserve our planet's environment for future generations.</li> </ul>	2
NG4	Ethos	<ul style="list-style-type: none"> <li>- Malaysian Wildlife Society Logo</li> </ul>	1
	Logos		0
	Pathos	<ul style="list-style-type: none"> <li>- Time to recycle your computer e-waste!</li> </ul>	1

NG5	Ethos		0
	Logos	- Over 30 million straws are used daily in Malaysia.	1
	Pathos	-	0
NG6	Ethos	- World Wildlife Fund (WWF) Logo	1
	Logos		0
	Pathos		0
NG7	Ethos		0
	Logos		0
	Pathos	- Tigers are running out of forests - Support MYCAT's reforestation effort at a critical tiger habitat in Malaysia.	2
NG8	Ethos	- Gabungan Melindungi Hutan Negeri Selangor - Malaysian Wildlife Society Logo	2
	Logos	- Suku Orang Asal Temuan telah bertempat di Hutan Simpan Kuala Langat Utara sejak 1886	1
	Pathos	- Bersatu membantu mereka yang tertindas - Bantah penyahwartaan dan kekalkan Hutan Simpan Kuala Langat Utara	2
NG9	Ethos	- Malaysian Nature Society Logo	1
	Logos		0
	Pathos	- Speak for the ones without a voice - Malayan Tiger – The Majestic Predator of Malaysia	2
NG10	Ethos	- The Body Shop Logo	1

	Logos		0
	Pathos	<ul style="list-style-type: none"> <li>- #Only200TigersLeft</li> <li>- The pride of Malaysia is fading</li> <li>- Help us to save our Malayan Tiger NOW!</li> </ul>	3
NG11	Ethos	<ul style="list-style-type: none"> <li>- Malaysian Nature Society Logo</li> </ul>	1
	Logos	<ul style="list-style-type: none"> <li>- Malaysia's Belum-Temengor is over 130 million years old, making it older than the Amazon.</li> </ul>	1
	Pathos	<ul style="list-style-type: none"> <li>- Join us to save the world, the trees and the Malaysian Tapirs in Belum-Temengor.</li> <li>- It is also one of the last refuge for many endangered animals who are threatened by deforestation.</li> <li>- Together with the Malaysian Nature Society, we will preserve Malaysia's ecosystem</li> <li>- Protect the forest older than the Amazon and preserve the coexistence of nature and animal.</li> </ul>	4
NG12	Ethos	<ul style="list-style-type: none"> <li>- Malaysian Nature Society Logo</li> </ul>	1
	Logos	<ul style="list-style-type: none"> <li>- Malaysia's Belum-Temengor is over 130 million years old, making it older than the Amazon.</li> </ul>	1
	Pathos	<ul style="list-style-type: none"> <li>- Join us to save the world, the trees and the Samba Deers in Belum-Temengor.</li> <li>- Together with the Malaysian Nature Society, we will preserve Malaysia's ecosystem.</li> <li>- It is also one of the last refuge for many endangered animals who are threatened by deforestation.</li> <li>- Protect the forest older than the Amazon and preserve the coexistence of nature and animal.</li> </ul>	4

NG13	Ethos	- Malaysian Nature Society Logo	1
	Logos	- Malaysia's Belum-Temengor is over 120 million years old, making it older than the Amazon.	1
	Pathos	<ul style="list-style-type: none"> <li>- Join us to save the world, the trees and the Asian Elephants in Belum-Temengor.</li> <li>- Together with the Malaysian Nature Society, we will preserve Malaysia's ecosystem.</li> <li>- It is also one of the last refuge for many endangered animals who are threatened by deforestation.</li> <li>- Protect the forest older than the Amazon and preserve the coexistence of nature and animal.</li> </ul>	4
NG14	Ethos		0
	Logos		0
	Pathos	<ul style="list-style-type: none"> <li>- So collectively, we should reflect on our choices of purchase and we should use products that help to conserve Mother Earth.</li> <li>- Love your planet</li> </ul>	2
NG15	Ethos		0
	Logos	- In line with the government's direction towards zero single-use plastic by 2030	1
	Pathos	- Here's tips on how to live without plastic!	1
NG16	Ethos	- Berjaya Hotels & Resorts	1
	Logos	<ul style="list-style-type: none"> <li>- 500 Million used annually</li> <li>- Take up to 100 years to decompose!</li> <li>- Made of precious fossil fuels</li> </ul>	3
	Pathos	- No plastic, fantastic!	3

		<ul style="list-style-type: none"> <li>- Harm Marine Life</li> <li>- Increases ocean toxicity</li> </ul>	
NG17	Ethos	- Penang Tolak Tambak Logo	1
	Logos		0
	Pathos	<ul style="list-style-type: none"> <li>- Bang, Jangan Marah!</li> <li>- Tau tak berapa kali ganda harga naik selepas tambak?</li> </ul>	2
NG18	Ethos		0
	Logos		0
	Pathos	<ul style="list-style-type: none"> <li>- STOP sea reclamation in Penang!</li> <li>- Keep these fish and prawns prices affordable for the rakyat!!</li> <li>- #PenangTakMajukanPerai</li> <li>- #PolitikTamakMesraPemaju</li> </ul>	4
NG19	Ethos	<ul style="list-style-type: none"> <li>- Penang Heritage Trust</li> <li>- Prof. Dr. Hans-Dieter Evers</li> <li>- Emeritus Professor of Development Planning and Senior Fellow, Center for Development Research (ZEF), University of Bonn, Germany and from 2014 Distinguished Pok Rafeah Chair Professor and Visiting Professor, Institute of Malaysian and International Studies (IKMAS), University Kebangsaan Malaysia.</li> </ul>	3
	Logos		0
	Pathos		0
NG20	Ethos		0
	Logos	- Straw dihasilkan dalam masa 10 minit, digunakan selama 20 minit dan kekal di bumi selama 200 tahun	2

		- Rakyat Malaysia menggunakan hamper 31 juta straw plastic setiap hari. Ini boleh memenuhi 8 buah bas sekolah setiap hari.	
	Pathos	<ul style="list-style-type: none"> <li>- Selamatkan planet kita, katakan tak nak straw</li> <li>- Ayuh kita bina dunia yang lebih mesra alam buat generasi akan datang.</li> <li>- Straw mencemarkan bumi, memusnahkan pnatai dan hidupan laut.</li> </ul>	3
NG21	Ethos	- 1 Utama logo	1
	Logos		0
	Pathos	- No Thanks!	1
NG22	Ethos	- McDonald's Logo	1
	Logos	<ul style="list-style-type: none"> <li>- Straws are made in 10 minutes, used for 20 minutes and remain on earth for 200 years.</li> <li>- Malaysians use 31 million plastic straws per day. That's enough to fill 8 school buses every day.</li> </ul>	2
	Pathos	<ul style="list-style-type: none"> <li>- Straws pollute the earth, destroy the ocean and injure sea animals.</li> <li>- Let's leave a greener planet for our future generation.</li> <li>- Please ask for a straw if you need one.</li> </ul>	3
NG23	Ethos	- World Wildlife Fund (WWF) Logo	1
	Logos	- Their numbers are declining steadily and less than five hundred of these magnificent animals are believed to be roaming the wild.	1
	Pathos	- The Malayan tiger needs your help!	2

		- We must act now, or Malaysia stands to lose one of its most precious treasures forever.	
NG24	Ethos	- World Wildlife Fund (WWF) Logo	1
	Logos	- Leatherback turtles have already been declared functionally extinct in Malaysia. - In the 1950s there were 10,000 leatherback nests in Rantau Abang each year; now there are less than 10.	2
	Pathos	- Help Save Lives with Just one Signature - Help Turtles in trouble - Now you can help save turtles by signing up to support WWF-Malaysia's egg = life campaign. - Pledge to save turtles	4
NG25	Ethos	- Partnering with MBPJ ( <i>Majlis Bandaraya Petaling Jaya</i> ) and Global Environment Centre (GEC)	1
	Logos		0
	Pathos	- Every photo that you submit to the website will bring us nearer to the tree-planting event. - Show your support for the environment by inviting more friends to visit the CanonGoesGreen.com website - Join The Movement!	3
NG26	Ethos	- Nestle Logo	1
	Logos		0
	Pathos	- Give Back, Recycle your drink pack - Recycle now to help put roofs over heads!	2
NG27	Ethos	- Nestle Logo	1

	Logos	<ul style="list-style-type: none"> <li>- Hydrapulper Processing</li> <li>- Pulp is separated from plastic and aluminium layers (Poly AI)</li> </ul>	2
	Pathos	<ul style="list-style-type: none"> <li>- From drink packs too dream homes.</li> <li>- Not everybody has a place they can call their home.</li> </ul>	2
NG28	Ethos	<ul style="list-style-type: none"> <li>- TESCO logo</li> </ul>	1
	Logos	<ul style="list-style-type: none"> <li>- Malaysians use an average of 300 plastic bags per year</li> <li>- That's around 9 Billion bags in total</li> <li>- Over 50% of these are single use</li> </ul>	3
	Pathos	<ul style="list-style-type: none"> <li>- Filling landfills and choking our ocean.</li> </ul>	1
NG29	Ethos	<ul style="list-style-type: none"> <li>- TESCO logo</li> </ul>	1
	Logos	<ul style="list-style-type: none"> <li>- Over 50% of plastic bags in the oceans are single use.</li> </ul>	1
	Pathos	<ul style="list-style-type: none"> <li>- Will you help make a difference?</li> </ul>	1
NG30	Ethos		0
	Logos	<ul style="list-style-type: none"> <li>- 3200 remaining</li> <li>- 3 sub species extinct</li> <li>- 7 Billion (<i>humans</i>)</li> </ul>	3
	Pathos	<ul style="list-style-type: none"> <li>- They have no voice to speak for themselves.</li> <li>- We have to speak for them.</li> <li>- Killed for medicine.</li> <li>- Humanity extinct</li> <li>- Kill for their wants</li> </ul>	5



## APPENDIX 2 – VISUAL ANALYSIS OF ENVIRONMENTAL POSTERS

Table 13

*Analysis of Visual Designs of Governmental Posters*

Code	Headlines	Narrative Representation					Conceptual Representation		Portrayal	
		Narrative Process		Elements			Conceptual Process	Elements	+	-
		T	NT	Actor	Vector	Action/Goal				
G1	#BebasPlastik		✓	-	Evil Plastic Bags	Surrounding a Graveyard				✓
G2	Ke arah bumi hijau tanpa beg plastic di farmasi						✓	Green background of earth and a plant	✓	
G3	Tak nak straw						✓	Beach with turtle icons and straws.	✓	
G4	5R Tanggunjawab Kita						✓	Pictures of several plastic products	✓	
G5	#BebasPlastik		✓	-	Two Cute monsters	Waving			✓	
G6	Please don't simply dump us!!		✓	-	Electrical Appliances & Humans	Feeling sad				✓
G7	Cuaca Panas	✓		Firemen	Hose	Watering/ burnt garbage				✓
G8	Jangan bawa/beli ribbon spray		✓		Hand	Holding garbage			✓	
G9	KL Car Free Morning	✓		Public People	Bicycle, wheelchairs and scooters	Activities/ along the road			✓	
G10	Kedah Go Green						✓	Background of scenery and icons of plastic bags, polystyrene wares and straws.	✓	
G11	#Kemaman Bebas Beg Plastik						✓	Background of a park and a city.	✓	

G12	Stop illegal dumping of wastes						✓	A huge pile of rubbish along the road		✓
G13	Stop open burning		✓		Fire	Burning plastic bags				✓
G14	Stop polluting our rivers	✓			Plastic bags	Flowing / in the river				✓
G15	#TakNokPlastik						✓	2 recycling bags	✓	
G16	Asingkan demi masa depan anak-anak kita	✓		Person	Trash bags	Separating trash/into four bags			✓	
G17	#BebasPlastik	✓		Haunted Trash Can	Labu Sayong	Flying out/into the air				✓
G18	Hari Tanpa Kenderaan						✓	Background of a landscape, a sign “no cars allowed”, and a person.	✓	
G19	Kempen kitar semula						✓	Several pictures depicting recyclable products.	✓	
G20	How E-Waste Risk the Environment						✓	Pictures of several natural disasters		✓
G21	Hari Tanpa Beg Plastik Selangor						✓	“No plastic bag” sign.	✓	
G22	Jom Berkenalan dengan Harimau Malaya						✓	Landscape of a forest with a tiger.	✓	
G23	Perangi Beg Plastik	✓		Soldiers at war	Weapons	Shooting / at an evil plastic bag				✓
G24	Mati akibat beg plastic.						✓	An ocean filled with carcasses		✓
G25	Beg plastic akan lagi banyak daripada haiwan maritime pada masa akan datang		✓		Plastic bag	Choking a turtle				✓
G26	Create a brighter future for the earth’s children						✓	A recycle bag with a clean ecosystem printed on top.	✓	

G27	No plastic bag wanted						✓	A wanted poster of a plastic bag		✓
G28	Recycle your plastic		✓		Green city	Giving energy			✓	
G29	More than 9 million plastic bag		✓		Hand	Holding a red recycle bag			✓	
G30	Beg plastik di laut	✓			Fishes	Swimming /around plastic bags			✓	
G31	4 daripada 10 Jenis Sampah...		✓		Plastic bags with snorkels	Floating			✓	
G32	Recycle your plastic...						✓	A scenery with one trash can printed with a recycling symbol.	✓	
G33	Dunia semakin dipenuhi dengan beg plastic						✓	A person with a plastic bag head.		✓
G34	Simpan untuk bumi	✓			Gold coins	Piling up/ beneath earth			✓	
G35	Anda mampu menyelamatkan bumi	✓		Hand	20 cent coin	Putting it/ into a recycle bag			✓	
G36	Cia...Cia...Cia...!!!	✓		Person and Earth	Extending Arms	Hugging/ each other			✓	
G37	Beg plastic mengambil masa 100-500 tahun...						✓	Two person standing in front of a pile of rubbish.		✓
G38	24% daripada 19, 000 tan sisa pepejal...						✓	A pile of rubbish		✓
G39	Selamatkan bumi dari beg plastic....		✓		Earth and children	Dancing			✓	
G40	Selamatkan bumi dari bebanan beg plastic	✓		Earth	Plastic-dumbbell	Pushing/ upwards				✓
G41	Jom bawa beg guna semula di semua tempat membeli-belah	✓		People	with recycle bags	Walking / into a shop			✓	
G42	Plastik yang dibuang setiap tahun...	✓		Evil plastic bag	Legs	Running/ around earth				✓

G43	Jom gunakan saya kawan-kawan						✓	An animated recycle bag.	✓	
G44	Beg plastic boleh menjejaskan lapisan ozon...	✓		Arrows	Landscape	Pointing/ into the atmosphere				✓
G45	Jangan ingat membeli belah je kak...		✓	Lady	Recycle bags	Walking			✓	
G46	Sebanyak 500 juta ke 5 trilion...						✓	A group of plastic bags.	✓	

Table 14

*Analysis of Visual Designs of Non-Governmental Posters*

Code	Headlines	Narrative Representation					Conceptual Representation		Portrayal	
		Narrative Process		Elements			Conceptual Process	Elements	+	-
		T	NT	Actor	Vector	Goal				
NG1	Dreamgate Recycle		✓	-	Three Recycle Bins	Dancing			✓	
NG2	Challenge Plant Tree Campaign						✓	Forests	✓	
NG3	The Snowflake Green Movement						✓	Forests with birds and butterflies	✓	
NG4	Time to recycle your computer e-waste						✓	Trees with e-waste at the tip	✓	
NG5	Skip the straw						✓	Background of beach with orange juice	✓	
NG6	Say No to single use plastic campaign		✓	Turtle	Straw	Choking				✓
NG7	Trees for Tigers						✓	Leaves with Tiger	✓	
NG8	Bersatu membantu mereka yang tertindas		✓	Hand	Tree	Touching			✓	
NG9	Speak for the ones without a voice						✓	Leaves with Tiger	✓	

NG10	#Only 200 Tigers Left						✓	Tiger	✓	
NG11	No Tree, No Animal Tapir	✓			Tapir paper	Folding on top of tree				✓
NG12	No Tree, No Animal: Deer	✓			Deer	Tree growing / out of cut out holes				✓
NG13	No Tree, No Animal: Elephant	✓			Elephant paper	Folded/ on top of tree				✓
NG14	Pay less for more!						✓	Earth with trees growing out	✓	
NG15	Why not use your own container to tapao...						✓	Several pictures of plastic waste products	✓	
NG16	No Plastic, Fantastic!						✓	Several pictures of drinks and plastic straws	✓	
NG17	Bang, Jangan Marah!						✓	Several pictures of fishes in the market	✓	
NG18	Stop sea reclamation						✓	Several pictures of fishes in the market	✓	
NG19	Climate change & sea level rise		✓		Hand	Reaching out from sea				✓
NG20	Katakan tak nak straw						✓	Several Icons of wastes and a sea turtle		✓
NG21	No more plastic straws		✓		Whale	Straw stuck on it				✓
NG22	Save our planet						✓	Huge straw in the sea	✓	
NG23	Tweet to donate						✓	Background of a tiger's fur	✓	
NG24	Help save lives with just one signature						✓	Picture of a bottle with a printed turtle	✓	
NG25	Canon goes green						✓	Green paint splatters	✓	
NG26	Give back recycle your drink pack	✓		Footsteps	Factories	Heading/ to each station			✓	

NG27	From Drink packs to dream homes	✓		Arrows	Factories	Pointing/ to each station			✓	
NG28	Tesco Unforgettable bag						✓	Sea with sea creatures and plastic bags		✓
NG29	Tesco Unforgettable Bag						✓	Pictures of 3 bags	✓	
NG30	With support of WWF-Malaysia						✓	Tiger eyes and human eyes	✓	